

MARCIA SMITH FLERES

Marcia Smith Fleres, MBA
12 Mifflin Court, Plainsboro, NJ 08536-2331
MarciaSmithFleres@gmail.com

Cell: 609-619-0225
Fax: 609-275-5558

PROFESSIONAL EXPERIENCE

FUND DEVELOPMENT

- Successfully developed and implemented fundraising strategies for small and mid-sized nonprofit organizations. Increased individual donations from \$2,000 to \$20,000 for education-related nonprofit by utilizing online donations and marketing strategies
- Developed successful grant proposals to corporations, foundations, and government for nonprofits including YWCA Princeton, Princeton Senior Resource Center, WW-P Municipal Alliance, West Windsor-Plainsboro Education Foundation, FIRST Robotics Competition Team #1923, and UMDNJ School of Public Health - Tobacco Dependence Program.
- Set up Network for Good customized online giving. Increased online giving significantly from individuals. Experienced in both online and direct mail fundraising strategies.
- Organized successful fundraising events for a small nonprofit that raised over \$55,000. Designed invitations, program book, and posters. Established partnerships with local businesses for sponsorship and ad journal support.

MARKETING & COMMUNICATIONS

- **Constant Contact® Solution Provider.** Develop and implement successful email marketing, event management, contact development, and marketing strategies.
- Established relationships with online and print media. Write press releases, respond to media inquiries, and advocate for news coverage. Successful articles have appeared in New Jersey Monthly Magazine, New York Times, Star Ledger, and local community newspapers.
- Develop and manage Facebook pages for nonprofit organizations, including West Windsor-Plainsboro Municipal Alliance, NJ Education Foundation Partnership, West Windsor-Plainsboro Education Foundation.
- Designed slogan and logo to prevent impaired driving which was used by the New Jersey Division of Traffic Safety for a statewide safety campaign: *New Jersey Loves S.O.B.E.R. Drivers.*

MANAGEMENT

- Nonprofit management consultant providing executive director, fund development, online marketing/fundraising, and program development services .
- Executive director of National Council on Alcoholism and Drug Abuse (NCADD) of Middlesex County for 18 years and grew staff from two to six. Developed and conducted alcohol and drug prevention programs, public awareness, advocacy, and information and referral services for Middlesex County, New Jersey.
- Strategic planning for nonprofits. Assist in establishing short and long range goals, policies and programs for nonprofit organizations and participated on team for regional public school district.
- Establish management information and reporting systems to monitor and evaluate program activities and outcome objectives. Utilize the Logic Model for program implementation and evaluation.
- Management expertise includes program and grant management, administration, marketing and public relations, fund development, social media, finance, and consultation.

EDUCATION AND TRAINING

- Conduct workshops for nonprofit professionals, volunteers, and educators at national, state and local conferences. Provide customized onsite training and education on a range of topics.
- Conduct workshops for nonprofit volunteers and professionals on fundraising, marketing, best practices and social media.
- Developed and conducted addictions prevention training programs for school districts, corporations, social service organizations, health care agencies, and the criminal justice system.

CONSULTATION

- Provide consultation to nonprofit organizations on program development, outcome based evaluation, marketing, board development, and fund development.
- Provided consultation services to school districts and local education foundations in New Jersey to help to start and grow a local education foundation.
- Co-produced educational video on ecstasy and club drugs for the New Jersey Prevention Network, Drug Enforcement Agency (DEA), and the New Jersey Department of Health and Senior Services.
- Developed effective alcohol, tobacco and other drug abuse prevention and intervention programs for businesses, schools, community, and government in Middlesex County.

PUBLIC POLICY

- Educated and informed policy makers on local, state and federal levels to influence public policy.
- Coordinated successful legislative events which were attended by elected officials, professionals, and business and community leaders.
- Successfully establish relationships with state legislators and local officials. Have testified at the New Jersey State Legislature Committee meetings.

RECENT WORK HISTORY

Present	President, Marcia Smith Fleres LLC: Marketing, Communications, Fundraising, and Social Media Services for Nonprofit and Small Business.
10 Years	Executive Director (Contractor), West Windsor-Plainsboro Education Foundation Inc.
5 Years	Executive Director (Contractor)/Co-Founder, NJ Education Foundation Partnership
18 Years	Executive Director, National Council on Alcoholism and Drug Dependence (NCADD) of Middlesex County, East Brunswick, NJ

EDUCATION

- Rutgers Institute of Ethical Leadership, Nonprofit Executive Certificate Program 2010
- Rutgers Graduate School of Management, MBA, Marketing and Entrepreneurship 1993
- Rutgers College, BA, Psychology

VOLUNTEER BOARD AND NONPROFIT SERVICE

- Rutgers Alumni Association (RAA), E-Newsletter & Events Editor, 2014-Present
- West Windsor-Plainsboro Municipal Alliance for Prevention of Alcoholism & Drug Abuse, 2013 - Present
- Chairperson, FIRST Mid-Atlantic Robotics (MAR) Development Committee, 2013 - 2014
- Mentor in Fundraising & Public Relations/Past Advisor, FIRST Robotics High School Team 1923, MidKnight Inventors, West Windsor-Plainsboro, 2009-present
- Plainsboro Business Partnership Steering Committee, Affiliate of Princeton Regional Chamber of Commerce, Chairperson Marketing Committee, 2010 - 2014
- Class Correspondent and Alumni Reunion Committee, Rutgers University, 2012 - Present
- West Windsor-Plainsboro Regional Schools Community Engagement Committee 2010 - 2013

MEMBERSHIPS

- Association of Professional Fundraisers (AFP), New Jersey Chapter
- Center for Non-Profits of New Jersey
- Grant Professionals Association (GPA), National & New Jersey Chapter
- Princeton Regional Chamber of Commerce and Plainsboro Business Partnership
- Women in Development (WID) of Mercer County

SOCIAL MEDIA

- LinkedIn - <https://www.linkedin.com/in/marciasmithfleres>
- Facebook - <https://www.facebook.com/MarciaConsulting>
- Twitter - @MarciaFleres