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## SUMMARY OF QUALIFICATIONS

- A senior advancement leader with experience in major gifts, capital and annual giving campaigns, planned giving, digital fundraising, alumni engagement, corporate and foundation relations, donor stewardship, advancement services, major events, marketing, strategic planning, national board development, fundraising technologies, and volunteer management. Fundraising success in all areas of philanthropic work, including the qualification, cultivation, solicitation, and stewardship of key benefactors.
- Established record of accomplishment in developing effective relationships with donors, board members, alumni, faculty and staff, students, parents, foundation executives, civic leaders, and the business community. Demonstrated expertise in managing advancement staff members and volunteers at all levels of the organization.
- Advanced degree in communications, with specialized training in fundraising and advancement management; excellent analytical, strategic planning, and communication skills; professional leadership and management training.
- Cabinet-level experience with a comprehensive understanding of the current challenges and opportunities facing higher education in today's competitive environment; in-depth knowledge of alumni engagement programming, with a *best practices* approach to University/College advancement work.

## EXPERIENCE

### **Buena Vista University (BVU), Storm Lake, Iowa**

**2021-2024**

#### **Vice President for University Development and Alumni Engagement**

June 2021-October 2024

- Served as a senior cabinet member reporting to the President of the University, with direct management of the offices of alumni engagement, major gifts, annual giving, stewardship, and advancement operations; managed a portfolio of special projects and annual university events.
- Planned and executed the University's major gifts initiatives to include a \$10 million multi-phase athletics campaign; responsible for a major gifts portfolio of 100+ current and prospective donors. Fiscal year 2023-24 fundraising goals were completed and surpassed: \$9.37 million in production and \$554,800 in unrestricted/annual fund giving; tripled giving days revenue over three fiscal years.
- Celebrated the University's most successful Homecoming weekend to date (September 2024), with more than 450 alumni and their families on the campus.
- Maintained strategic relations with the University's 23-member board of trustees, with responsibility to the governance and enrollment/marketing/advancement committees; leveraged board relationships for increased philanthropic and programmatic support.
- Successfully oversaw new development initiatives in the areas of digital fundraising, giving days optimization, alumni engagement metrics, prospect research activities, and stewardship programs.

- Directed and supported major prospect proposals in collaboration with the President and other members of the cabinet and faculty; recent success was a \$2 million pledge to an academic center at BVU.
- Worked with the University marketing team on fundraising appeals and print marketing, including the alumni magazine, special endowment reports, and campaign materials.
- Reorganized the advancement office in support of enhanced production and operations; retained 90% of advancement team members over three fiscal years; managed a hybrid team of major gifts officers.

**Boy Scouts of America (BSA), Irving, Texas**

**2020-2021**

**Director, National Eagle Scout Association (NESA)**

**BSA Foundation/Alumni Development and Annual Support**

April 2020-May 2021

- Reporting to the Vice President, managed all NESA and alumni development operations, including the BSA Alumni Association and its 10 subcommittees, NESA National Board of Directors, NESA scholarship program (\$400,000 in annual awards), NESA membership program (\$1 million+ in revenue), and BSA Task Forces focused on membership, young adults, and alumni chapter/Council initiatives.
- Provided leadership to the office of development and alumni volunteer teams in support of a new alumni directory, alumni website, and the (Blackbaud Grantmaking) NESA scholarship platform.
- Executed a comprehensive program to engage over 50 million Scouting alumni and friends and two million Eagle Scouts worldwide; directed a branding and awareness initiative in support of the BSA's reorganization and emergence from bankruptcy.
- Responsible for a portfolio of major gift prospects, with a focus on annual gifts and national campaign strategies to increase giving to operational priorities and NESA scholarship funding.

**University of Dallas (UD), Irving, Texas**

**2014-2019**

**Vice President of University Advancement**

July 2014-June 2019

- As a direct report to the President and member of his cabinet, planned and executed a comprehensive and integrated advancement program that included management of the offices of alumni relations, development, marketing/communications, corporate partnerships, grants, advancement services and university events; developed and implemented annual plans aligned with the UD strategic plan.
- Successfully completed multi-million-dollar campaigns in support of new construction and renovations projects, including SB Hall, two campaigns at UD's campus in Albano, Italy, Our Lady of Guadalupe campus shrine, a naming gift for the newest residence hall, and endowment-level giving across academic disciplines; achieved annual fund goals of \$1.1 million.
- Developed strategies to increase corporate and foundation support and introduced 15 new initiatives to increase giving across all constituencies; established benchmarks for alumni giving to the annual fund and through special giving events (North Texas Giving Day, Alumni Cor Challenge, Due Santi Day, Galecke Open Golf Tournament); managed a personal portfolio of 125 major gift prospects; completed a database conversion in April 2019.
- Created and managed 100+ University/alumni/donor special events annually, including the

President's Graduation Gala, National Alumni Board Distinguished Alumni Dinner, Alumni Family Weekend (October), six President's Tours to Rome, Italy, a top-ten Metroplex Golf Tournament, groundbreaking and ribbon-cutting celebrations, faculty travel/lecture events (EnCore), Gupta College of Business Hall of Fame reception, and the annual Groundhog celebration.

- Developed marketing initiatives in support of building the UD brand, both internally and externally; redesigned the University website to better position UD as an institution of academic excellence with a reputation as one of the top Catholic universities in the nation.
- Worked with the communications team on social media, web and print marketing, including the *Tower* magazine, president's annual report, and all fundraising communications pieces; created special marketing/giving campaigns that included themed promotional videos, such as the *Love Ye UD* campaign for the 2018 North Texas Giving Day.
- Advised the President and board of trustees concerning communications/public relations strategies to address sensitive University issues and potential crises; managed media and internal/external communications regarding the departure of the President.
- Maintained strategic relations with 35 members of the Board of Trustees and 24 members of the National Alumni Board; responsible to all board committees, with primary staffing of alumni and development, governance, marketing/communications, and endowment; leveraged both bodies to secure increased philanthropic support.
- Successfully recruited and hired advancement and marketing/communications professionals, building a team of 20 new staff members.

**Texas Wesleyan University (TWU), Fort Worth, Texas**

**2002-2014**

**Vice President for University Advancement**

August 2009-June 2014

- Reported directly to the President and served as the chief advancement officer and member of the executive team.
- Responsible for developing, implementing, and directing fundraising, alumni relations, advancement services, and special events programs; planned and executed multiple capital campaigns, including the Rosedale Renaissance, Morton Fitness Center, Stepp Scene Shop, Lou's Pavilion and Schollmaier Science and Technology Center; completed funding for renovations of the Smotherman Theatre, Dan Waggoner Hall, Polytechnic UMC Classroom Building, and Armstrong Halls.
- Developed annual and long-term funding priorities for the University, including the Wesleyan Fund, capital projects, endowment campaigns and planned giving initiatives; managed a portfolio of 150 major gift prospects; and traveled extensively to meet donors/prospects.
- Annual fund goals were met annually, ranging from \$350,000 to \$500,000; completed six challenge gift/grant campaigns from foundations (Mabee, Amon G. Carter, Sid W. Richardson, Moody) and individuals; identified and provided stewardship of new alumni donors with giving histories of \$100,000 to \$2 million; managed two database conversions.
- Created funding proposals and endowment donor agreements for all individual, corporate, and foundation gifts; managed foundation site visits; prepared stewardship plans for all donor levels.
- Staffed the advancement committee of the University's Board of Trustees, as well as the executive and finance and audit committees (with executive staff). Managed 50+ major events each year.
- Contributing editor to the *Wesleyan* magazine.

**Interim Vice President for University Advancement**  
**Associate Vice President for University Advancement**  
**Interim Vice President for University Advancement**  
**Director of Development**

June 2007-July 2009  
 September 2003-May 2007  
 March-August 2003  
 February 2002-February 2003

**Diocese of Dallas, Catholic Pro-Life Committee of North Texas (CPLC) 2001-2002**

**Director of Development**

May 2001-January 2002

- Managed the identification, cultivation, and solicitation of annual gifts to meet the funding needs of the Catholic Pro-Life Committee of North Texas.
- In collaboration with the Executive Director, directed restricted and unrestricted campaigns and created new sources of funding to expand the CPLC's advancement initiatives; assisted with planning CPLC donor events, including the Bishop's annual dinner.

**University of Dallas (UD), Irving, Texas**

**1998-2001**

**Director of Alumni Relations**

November 1998-April 2001

- Directed the reorganization and development of an integrated alumni relations program at the University of Dallas; worked closely with the Vice President in support of a \$25 million capital campaign and \$1.3 million annual fund.
- Identified and recruited alumni board members for a new national alumni board; coordinated the initiatives of the 30-member board, including the establishment of eight chapter cities; directed activities related to the Homecoming and Reunion Weekend and Gala; reintroduced a major alumni tradition (Groundhog Day celebration).
- Created and planned an alumni reunion (in Rome, Italy) for 150 alumni and their guests.

**Bard College, Annandale-on-Hudson, New York**

**1997-1998**

**Director of Alumni/ae Affairs**

March 1997-October 1998

- Developed and implemented a strategic plan to expand the College's alumni/ae program; provided management of the board of governors of the Bard-St. Stephen's Alumni/ae Association and its various committees; recruited board members and key volunteers.
- Created and managed special events and outreach initiatives; traveled to New York City weekly for donor/alumni/ae meetings; cultivated and solicited alumni/ae donors for the annual fund, capital campaign, restricted scholarships and special gifts.
- Directed Bard's Commencement and Alumni/ae Weekend; organized an anniversary celebration and exhibition for *50 Years of Women at Bard*.

**St. Mary's University, San Antonio, Texas**

**1987-1997**

**Director, Annual Giving and Advancement Services**

January 1993-February 1997

- Directed the University's annual giving program (\$300,000); coordinated volunteer training for annual fund programs; organized and implemented the spring and fall phonathons; conducted direct mail campaigns and restricted giving appeals.
- Managed advancement services, including gift accounting and acknowledgment correspondence, database operations, endowment reporting, and prospect research.
- Planned and attended donor relations events; wrote and edited the annual *Honor Roll of Donors* and other development publications.

**Associate Director, Public Relations**  
**Assistant Director, Public Relations**  
**Assistant Director, Alumni Relations**

July 1990-December 1992  
July 1989-June 1990  
November 1987-June 1989

**VIA Metropolitan Transit, San Antonio, Texas**

**1985-1987**

**Marketing Promotions Assistant**

December 1986-October 1987

- Assisted in organizing and implementing VIA's promotional programs; wrote and edited external flyers and brochures; planned pre-opening events for VIA's Park & Ride facilities.

**Charter Sightseeing Sales Representative**

May 1985-November 1986

**Gray Line Sightseeing, New Orleans, Louisiana**

**1983-1985**

**Manager of Sales Operations, Gray Line Sightseeing**

August 1984-April 1985

- Maintained Gray Line sales operations at 13 New Orleans hotels; developed charter and per capita tours for the 1984 World's Fair; supervised Gray Line's tour guides and sales agents; created and staffed convention special events, from downtown Mardi Gras parades to major hotel galas.

**Assistant Director of Tours**

November 1983-July 1984

## **EDUCATION**

Master of Arts (Distinguished Graduate), Communication Studies,  
St. Mary's University, San Antonio, Texas,  
May 1994.

Bachelor of Arts, Communications,  
Loyola University, New Orleans, Louisiana,  
May 1983.

## **PROFESSIONAL DEVELOPMENT**

ACUE Certification: Fostering a Culture of Belonging  
IUPUI The Fund Raising School, Managing the Capital Campaign  
Sharpe, Integrating Major and Planned Gifts  
CASE, Planned Giving Programs  
Sharpe, Introduction to Planned Giving  
Institute for Charitable Giving, Seize the Opportunity  
CASE, Summer Institute in Advancement Services  
CASE, Conference on Annual Giving  
CASE, Conducting Successful Phonathons  
CASE, Summer Institute in Educational Fund Raising  
IUPUI The Fund Raising School, Principles & Techniques of Fundraising  
CASE, Summer Institute in Communications  
CASE, Summer Institute in Alumni Administration

CASE, Making the Most of Volunteers  
CASE, Working with Alumni Boards  
Leadership Fort Worth

## **COMMUNITY SERVICE**

Storm Lake United Board Member  
BVU Mentor/Home Away From Home Volunteer  
Storm Lake/Upper Des Moines Food Bank Volunteer  
High-Noon Kiwanis Triathlon/Duathlon Volunteer