

Heather A. O'Connor, Ph.D. Candidate

curriculum vitae as of May 14, 2019

oconnorh@iu.edu ▪ HeatherAOConnor.com

EDUCATION

Indiana University

Ph.D. in Philanthropic Studies, Lilly Family School of Philanthropy, expected 2021

Dissertation title: "Reading Between the Lines: Social Contextual Influences on the Production of and Response to Charitable Appeals"

Committee: Sara Konrath (Chair), Lehn Benjamin, Genevieve Shaker, Ray Haberski

Certificate in College Teaching, Indiana University Center for Teaching and Learning, 2019

Certificate in Fund Raising Management, Lilly Family School of Philanthropy, 2008

The University of Chicago

Master of Arts in Social Service Administration, School of Social Service Administration, 2005

University of Tennessee at Knoxville

Bachelor of Science in Public Relations, School of Communications, 1999

RESEARCH INTERESTS

I study nonprofit sector theory and practice with an emphasis in message framing, fundraising practice, and influences of identity on philanthropic behavior.

APPOINTMENTS

Adjunct Faculty

The Fund Raising School, Indiana University, 2019 – Present

MANUSCRIPTS IN PROGRESS

O'Connor, H. "Balancing Mission, Organization, and Self: Negotiations of Professional Identity for Fundraisers in Rural Alaska."

Dale, E. and **O'Connor, H.** "The Million Dollar Donor Journey: Stages of Development for Women Donors."

Mesch, D., Osili, U., Ackerman, J., **O'Connor, H.** "Giving Across Charitable Subsectors: Effects of Gender, Income, and Household Decision-Making."

UNDER REVIEW

Mesch, D., Osili, U., Dale, E., Ackerman, J., **O'Connor, H.** "Differences in Charitable Giving by Husbands and Wives: Effects of Education and Income."

REFEREED BOOK CHAPTER

Dale, E., Shaker, G. and **O'Connor, H.** (forthcoming) Teaching Philanthropy: Developing Critical and Compassionate Approaches to Giving. In *Teaching Nonprofit Management*. Bezboruah, K. and Carpenter, H., (Eds). New York: Edward Elgar Publishing.

WHITE PAPERS AND REPORTS

Dale, E., **O'Connor, H.** and Small, D. (2018). "Giving by and for Women: Understanding High-Net-Worth Donors' Support for Women and Girls." Indianapolis. Women's Philanthropy Institute, Indiana University. <http://hdl.handle.net/1805/15117>

Osili, U., Mesch, D., Ackerman, J., Pactor, A., **O'Connor, H.** (2018). "How Women and Men Give Around Retirement." Indianapolis. Women's Philanthropy Institute, Indiana University. <http://hdl.handle.net/1805/16758>

Austin, T. and **O'Connor, H.** (2017). "Giving to Religion." In *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*. Chicago: Giving USA Foundation. 171-193.

O'Connor, H. (2016). "Giving to Human Services." In *Giving USA 2016: The Annual Report on Philanthropy for the Year 2015*. Chicago: Giving USA Foundation. 183-200.

BOOK REVIEWS

O'Connor, H. (forthcoming). [Rev. of Goldseker, S., & Moody, M. (2017). *Generation Impact: How Next Gen Donors are Revolutionizing Giving*.] *Nonprofit and Voluntary Sector Quarterly*.

O'Connor, H. (2008). [Rev. of Heath, C. & Heath, D. (2007) *Made to Stick: Why Some Ideas Survive and Others Die*] *Perdido Magazine: Leadership with a Conscience*. 12, 24-25.

CONFERENCE PRESENTATIONS

Nathan, S., Shaker, G., **O'Connor, H.**, Danahey Janin, P. (2018). "Breaking the Isolation: Fundraisers, Informal Support Groups, and Professional Growth." Poster presentation, ARNOVA National Conference, Austin, Nov. 15-17.

Dale, E., **O'Connor, H.**, (2018) "Million-Dollar Gifts by and for Women: A New Model of Philanthropy?" Paper presentation, ISTR International Conference, Amsterdam, July 12.

O'Connor, H., Konrath, S., Goodwin, J. and Austin, T. (2018). "Effects of Teamwork on the Fundraiser Experience." Paper presentation, ISTR International Conference, Amsterdam, July 10.

O'Connor, H., Austin, T., Goodwin, J. (2017). "Are Two Heads Better than One? Effects of Working as a Team vs. Alone on Fundraising Effectiveness and Fundraiser Satisfaction." Paper presentation, ARNOVA National Conference, Grand Rapids, Nov. 16.

O'Connor, H. (2015). "Professional Development for Nonprofit Leaders in Rural Alaska: Perceptions, Access, Utilization, and Needs." Paper presentation, ARNOVA National Conference, Chicago, Nov. 19.

PROFESSIONAL EXPERIENCE

NONPROFIT LEADERSHIP

Executive Director

Kachemak Bay Family Planning Clinic, 2012 – 2016 (Homer, Alaska)

Led a nonprofit reproductive health organization offering direct clinical services, community health outreach, and teen education programs for an average of 1,000 clients each year through partnerships with Title X and the State of Alaska Breast and Cervical Health Check program;
Diversified funding sources and increased revenue from \$492,000 to \$735,000;
Received the 2016 Alaska Community Service Award by the Alaska Public Health Association

Vice President, Development

Dental Lifeline Network, 2010 – 2012 (Denver, Colorado)

Managed major gifts, foundation relations, and annual fund programs for an organization that provides treatment through a volunteer network of 15,000 dentists and 3,200 dental labs nationwide;
Increased number of individual donors by 31% and corporate donors by 17%;
Secured the second-highest gift in the 37-year history of the organization

Major Gift Officer

Samaritan Health Services, 2008 – 2010 (Corvallis and Newport, Oregon)

Managed a portfolio of 100 prospective donors across a tri-county healthcare system with five hospitals and three simultaneous capital campaigns;
Secured gifts between \$10,000 and \$100,000 from individuals and corporate donors;
Conducted a feasibility study for a \$3.2M capital project

Director of Development and Communications

Lakeview Pantry, 2007 – 2008 (Chicago, Illinois)

Planned and managed the annual fund, foundation relations, and public relations programs for a food pantry that served an average of 500 individuals a week;
Increased revenue by 16% in first 12 months; successfully closed gifts of up to \$50,000 from individual, foundation and corporate donors as well as grants from state and federal government;
Increased annual renewal rate 20%, and increased donors enrolled in monthly pledge program 27%.

Assistant Director, Leadership Giving and Assistant Director, Donor Relations

The University of Chicago, 2005 – 2007 (Chicago, Illinois)

Managed a portfolio of 200 prospective donors and ensured timely and strategic cultivation, solicitation and acknowledgment activities;
Secured annual and restricted gifts of \$1,000 to \$10,000;
Produced over 200 individualized stewardship reports for donors of named, endowed undergraduate scholarships; ensured proper reporting and acknowledgment;
Drafted personalized acknowledgment letters for signature by the President of the University

Development Associate

Trinity Services, Inc., 2002 – 2005 (Joliet, Illinois)

Drafted press releases, donor acknowledgments, and program brochures for an organization that provides services for children and adults with developmental disabilities

Account Representative

Summit Consulting Group, Inc., 1999 – 2002 (Chicago, Illinois)

Wrote copy and coordinated nonprofit accounts at a corporate communications and public affairs firm

TEACHING

Adjunct Faculty Member

The Fund Raising School, Indiana University, 2018 – Present

Principles and Techniques of Fundraising, a four-day professional development course for adult learners
November 2018 (in-person), November 2019 (in-person)

Instructor

Indiana University Lilly Family School of Philanthropy, 2018 – Present

Philanthropic Studies 105: Giving and Volunteering in America. Incorporated service learning and other high-impact, evidence-based practices within a themed learning community of 25 students.

Fall 2018 (blended course using Canvas)

Spring 2019 (blended course using Canvas)

Summer 2019 (asynchronous online)

Philanthropic Studies 558: Principles and Practices of Fundraising

Fall 2019 (asynchronous online)

Doctoral Graduate Assistant

Indiana University Lilly Family School of Philanthropy, 2016 – 2017

Assisted in development of four online and in-person courses for new Certificates in Philanthropic Fundraising at the graduate and undergraduate levels:

Institutional Donor Dynamics (undergraduate, in-person); Individual Donor Motivations and Engagement (undergraduate, in-person); Donor Behavior in Major and Planned Giving (graduate, asynchronous online); Institutional Donors (graduate, asynchronous online)

Adjunct Faculty

Kenai Peninsula College, University of Alaska Anchorage, 2013 – 2015

Developed and taught professional development workshop, Introduction to Grant Proposal Writing
October 25, 2013; October 31, 2014; October 30, 2015 (in-person)

RESEARCH

Doctoral Research Assistant, Women's Philanthropy Institute (WPI)

Indiana University Lilly Family School of Philanthropy, 2017 – 2019

Supervisor: Debra Mesch, Director, Professor, Eileen Lamb O'Gara Chair in Women's Philanthropy

Assist with quantitative and qualitative research on gender differences in philanthropic behavior as part of a project funded by the Bill & Melinda Gates Foundation. Tasks include literature reviews, survey preparation, writing, and editing.

Doctoral Research Assistant

Indiana University Lilly Family School of Philanthropy, Summer – Fall 2017

Supervisor: Genevieve Shaker, Associate Professor of Philanthropic Studies

Conducted and coded individual and focus group interviews on fundraisers' traits, motivations, challenges and career paths as part of a project funded by The Lilly Endowment.

ADDITIONAL TRAINING & CERTIFICATION

Certificate in College Teaching

Indiana University Center for Teaching and Learning, 2019

Grounded Theory

Indiana University School of Nursing
Center for Professional Development and Lifelong Learning, June 1-2, 2018

The Collaborative Institutional Training Initiative (CITI)

Human Subjects Research series, 2015 and 2017

Certificate in Fundraising Management

The Fund Raising School, Indiana University Lilly Family School of Philanthropy, 2008

Certified Fundraising Executive

CFRE International, 2008

GRANTS, FELLOWSHIPS & AWARDS

Association of Fundraising Professionals (AFP) Chicago and Alaska Chapters

Professional Development Scholarship, Alaska Chapter, 2014, \$300
Professional Development Scholarship, Chicago Chapter, 2008, \$300
International Conference Travel Award, Chicago Chapter, 2007, \$500

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)

Third Annual Nancy Macduff Scholarship, Pracademics Section, 2017, \$300
Conference Scholarship and Travel Grant, 2015, \$250

Indiana University Purdue University Indianapolis (IUPUI)

Graduate and Professional Education Grant, 2018, \$500
Nominee, IUPUI Sherry Queener Graduate Student Excellence Award, 2018

International Society for Third-Sector Research (ISTR)

Ph.D. Seminar, 13th International Conference in Amsterdam, 2018, in-kind
Travel Support Award, 13th International Conference in Amsterdam, 2018, \$100

The Lilly Family School of Philanthropy at Indiana University

Lilly Family School of Philanthropy Teaching Award for Doctoral Students, 2019, \$500
Ernest W. Wood Fellowship (in partnership with AFP Foundation for Philanthropy), 2018– 2019
Ernest W. Wood Fellowship (in partnership with AFP Foundation for Philanthropy), 2017– 2018
Graduate Student Research Grant, 2017, \$3,000
David H. Jacobs Fellowship, 2016– 2017
The Kresge Foundation Executive Masters Scholarship, 2015– 2016

The University of Chicago

School of Social Service Administration Scholarship Award, 2004
School of Social Service Administration Scholarship Award, 2003

UNIVERSITY & DEPARTMENTAL SERVICE

The Lilly Family School of Philanthropy at Indiana University

Member, Professional Doctoral Degree Task Force, 2018 – Present
Member, PhD Program Student Task Force, 2018– Present
Member, Academic Programs Committee, 2017– 2019

Invited judge, Behavioral Experiments in Philanthropy (P-630) graduate student contest, 2018
Mentor, Undergraduate Service Learning Assistant Program 2018– 2019

The University of Chicago School of Social Service Administration

Member, Professional Development Committee, 2005 – 2010

SERVICE TO PROFESSION

Peer Reviewer

Academy of Management Annual Meeting. Divisions: Public and Nonprofit, Organizational Behavior
International Journal of Nonprofit and Voluntary Sector Marketing
Nonprofit Management and Leadership (NML)
Nonprofit and Voluntary Sector Quarterly (NVSQ)
Voluntas: International Journal of Voluntary and Nonprofit Organizations

Federal Grant Reviewer

Health Resources and Services Administration, 2013 – 2017

Co-Manager

CFRE International Network Group on LinkedIn, 2011 – 2016

MEDIA COVERAGE

Eisenberg, R. (2018, July 24). What Retirement Means for Charitable Giving and Volunteering. *Forbes*.
Retrieved from <https://www.forbes.com>

Philanthropy News Digest. (2018, Feb. 1). Female Donors to Women's and Girls' Causes Embrace Risk, Study Finds. Retrieved from <https://philanthropynewsdigest.org/>

Joslyn, H. (2018, Jan. 31). Wealthy Women Donors Willing to Take Big Risks, Report Says. *Chronicle of Philanthropy*. Retrieved from <https://www.philanthropy.com>

PROFESSIONAL AFFILIATIONS

Association of Fundraising Professionals (AFP)

Member, Peer Mentoring Committee, Chicago Chapter, 2006 – 2008
Member, 2005 – Present

Academy of Management

Member, Public and Nonprofit Division, 2017 – Present

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)

Co-Founder, Message Framing Common Interest Group. 2019 –Present
Treasurer, Pracademics Section. 2018 –2020
Member, Pracademics Section, Early Scholars Section. 2013 – Present

International Society for Third-Sector Research (ISTR)

Member, 2013 – Present

Society for Personality and Social Psychology (SPSP)
Member, 2017– Present