

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

curriculum vitae as of June 12, 2019

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### EDUCATION

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#### 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

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

### APPOINTMENTS

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Adjunct Faculty

The Fund Raising School, Indiana University, 2019 – Present

### MANUSCRIPTS IN PROGRESS

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**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 / REVISE AND RESUBMIT

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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

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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

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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

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**O'Connor, H.** (2019). [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

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**O'Connor, H.** (2019). "For the Cause: Exploring Professional Development and Identity Among Fundraisers in Rural Alaska." Paper presentation, ARNOVA National Conference, San Diego, Nov. 21

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, TEACHING, & RESEARCH**

### **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 AND CURRICULA DEVELOPMENT**

### **Doctoral Graduate Assistant, The Fund Raising School**

**Indiana University Lilly Family School of Philanthropy**, 2019 – 2020

Assist in development of new courses for new Certificate in Philanthropic Leadership

### **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**

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### **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**

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Emerging Scholar Award. Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), 2019.

Debra Mesch Doctoral Fellowship for Research in Women's Philanthropy. The Lilly Family School of Philanthropy at Indiana University, 2019.

Teaching Award for Doctoral Students. The Lilly Family School of Philanthropy at Indiana University, 2019. \$500.

Ernest W. Wood Fellowship. The Lilly Family School of Philanthropy at Indiana University (in partnership with AFP Foundation for Philanthropy), 2017, 2018.

Ph.D. Seminar, 13th International Conference in Amsterdam. International Society for Third-Sector Research (ISTR), 2018.

Nominee, Sherry Queener Graduate Student Excellence Award. Indiana University Purdue University Indianapolis (IUPUI), 2018.

Travel Support Award. 13th International Conference in Amsterdam, International Society for Third-Sector Research (ISTR), 2018. \$100.

Graduate and Professional Education Grant. Indiana University Purdue University Indianapolis (IUPUI), 2018. \$500.

Nancy Macduff Scholarship. Pracademics Section, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), 2017. \$300.

Graduate Student Research Grant. The Lilly Family School of Philanthropy at Indiana University. “Are Two Heads Better than One? Effects of Working as a Team vs. Alone on Fundraising Effectiveness and Fundraiser Satisfaction.” 2017. \$3100.

David H. Jacobs Fellowship. The Lilly Family School of Philanthropy at Indiana University, 2016.

Conference Scholarship and Travel Grant. Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), 2015. \$250.

The Kresge Foundation Executive Masters Scholarship. The Lilly Family School of Philanthropy at Indiana University, 2015.

Professional Development Scholarship. Association of Fundraising Professionals (AFP) Alaska Chapter, 2014. \$300.

Professional Development Scholarship. Association of Fundraising Professionals (AFP) Chicago Chapter, 2008. \$300.

International Conference Travel Award, Association of Fundraising Professionals (AFP) Chicago Chapter, 2007. \$300.

School of Social Service Administration Scholarship Award. The University of Chicago, 2003, 2004.

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## **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

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## **SERVICE TO PROFESSION**

### **Professional Association Committees and Conferences**

Co-Founder, Common Interest Group in Message Framing, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). 2019 –Present

Treasurer, Pracademics Section, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). 2018 –2020

Discussant, “Formalizing the Relationship Between Practitioners and Academics: Making the Data Connection” ARNOVA National Conference, San Diego, 2019.

### **Peer Review**

Academy of Management Annual Meeting. Public and Nonprofit Division.

Federal Grant Reviewer, Health Resources and Services Administration

*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*

## **MEDIA COVERAGE**

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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**

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### **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