

## Heather O'Connor, Ph.D.

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- Custom research, program evaluation, market research, curriculum development, program development
- A former nonprofit executive with 20 years of experience in the third sector
- Qualitative & mixed-methods expertise
- Practical, applied research for immediate impact
- Full CV available at [HeatherAOConnor.com](http://HeatherAOConnor.com)

### EDUCATION

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#### **Ph.D. in Philanthropic Studies**

Indiana University Lilly Family School of Philanthropy, 2021

Dissertation: *Reading between the lines: Social contextual influences on the production of and response to charitable appeals*

#### **Master of Arts in Social Work**

University of Chicago School of Social Service Administration, 2005

#### **Bachelor of Science in Public Relations**

University of Tennessee at Knoxville School of Communications, 1999

### SELECTED ADDITIONAL TRAINING AND CERTIFICATION

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#### **Certificate in Market Research**

University of California at Davis

#### **The Collaborative Institutional Training Initiative (CITI)**

Human Subjects Research, Social/Behavioral Researchers (ID 38340 & 40253)

#### **Certified Fundraising Executive**

CFRE International

### SELECTED RESEARCH EXPERIENCE

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#### **Vice President, Research and Learning**

**Daylight Advisors**, 2022 – Present

- Provide commissioned research and curriculum development services to support philanthropic advisors and the families they serve.

#### **Research and Evaluation Consultant, Center for Philanthropy and Social Impact**

**The American College of Financial Services**, 2020 – Present

- Conduct survey and interview research on needs and opportunities for the education of philanthropic advisors. Evaluate existing training programs. Design and conduct mixed-methods research to understand experiences unique to advisors of color and LGBTQ+ advisors to inform the design of new programs.

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

**Indiana University Lilly Family School of Philanthropy**, 2017 – 2019

- Conducted literature reviews, developed surveys in Qualtrics, and drafted articles and white papers on gender differences in giving around retirement and high-net-worth donors' support for women and girls.

## Doctoral Research Assistant

Indiana University Lilly Family School of Philanthropy, 2016 – 2017

- Conducted and analyzed individual and focus group interviews on fundraisers' informal support groups and professional growth.

## SELECTED NONPROFIT LEADERSHIP EXPERIENCE

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### Executive Director

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

- Led a nonprofit reproductive healthcare organization offering direct clinical services, community health outreach, and teen education programs for an average of 1,200 clients each year
- Developed initiatives for marketing communications, fundraising, volunteer recruitment, and community partnerships that diversified funding sources and increased revenue by 38%
- Managed program evaluation and reporting to federal, state, and foundation funders
- Directed a team of 12 FTE employees across three programs

## SELECTED PUBLICATIONS

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**O'Connor, H.** (2022). "The unexpected activist: Catholic women's support for pro-choice organizations." *Journal of Philanthropy and Marketing*. <https://onlinelibrary.wiley.com/doi/epdf/10.1002/nvsm.1767>

**O'Connor, H.,** Yuen, D., Krause, I. (2022) "[Philanthropic advisors in the 21<sup>st</sup> century: Holders of the Chartered Advisor in Philanthropy® \(CAP®\) designation.](#)" Center on Philanthropy and Social Impact, American College of Financial Services.

**O'Connor, H.** (2022). "Writing Compelling Appeals." In *Achieving Excellence in Fundraising, 5th Edition*. Shaker, G., Nathan, S., Tempel, E., Stanczykiewicz, W. (Eds.). John Wiley & Sons.

Mesch, D., Osili, U., Dale, E., Ackerman, J., & **O'Connor, H.** (2021). "Charitable giving in married couples: Untangling the effects of education and income on spouses' giving." *Nonprofit and Voluntary Sector Quarterly*. <https://journals.sagepub.com/doi/10.1177/08997640211008983>

Dale, E. & **O'Connor, H.** (2020) "The million-dollar donor journey: Stages of development for women donors." *International Journal of Nonprofit and Voluntary Sector Marketing*. 26(1). <https://doi.org/10.1002/nvsm.1680>

Dale, E., Shaker, G. & **O'Connor, H.** (2020). "Teaching Philanthropy: Developing Critical and Compassionate Approaches to Giving." In *Teaching Nonprofit Management*. Bezboruah, K. and Carpenter, H., (Eds). Edward Elgar.

Dale, E., **O'Connor, H.**, Small, D., Mesch, D., Osili, U., & Ackerman, J. (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>

## PROFESSIONAL AFFILIATIONS

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

American Evaluation Association (AEA)

International Society for Third Sector Research (ISTR)

Market Research Society (MRS)

Qualitative Research Consultants Association (QRCA)