



HANNAH SAEGER KARNEI

PHILANTHROPY CHANGE-MAKER

EXECUTIVE SUMMARY

Proven leader in working with executive teams to take ideas from concept to completion. Responsible for designing, leading, and managing multi-dimensional special projects across 17 initiatives. Reports to and works with the President & CEO of a \$230 million private foundation on high-value strategic projects designed to innovate across community engagement, research and evaluation, and network building.

Propelling Impact

- Negotiated establishment of a \$1.5 million endowed scholarship fund, implementing The Patterson Foundation value of investing for lasting impact and creating educational opportunities in perpetuity for students with limited opportunities.
- Managed the evolution of Aspirations Journalism from singular, hyper-local, paper-based model to demographic-inclusive, multimedia, regional community engagement strategy with targeted outreach to Latinx, ALICE, and rural communities.
- Strategic advisor to multiple initiatives in order to guide alignment to core mission.

Strategic Communications

- Created strategic network communication plans for multiple initiatives, resulting in new partnerships and strengthened community efforts around Census 2020, COVID-19 response, and regional effort for Digital Access.
- Developed, wrote and curated content for three weekly newsletters.
- Published more than 40 blogs, multiple front-page newspaper columns, and presented at national webinars to share models and trends in modern philanthropy.

Community Engagement

- Expert facilitator of community conversation to ensure initiatives are rooted in community needs.
- Cultivator of relationships across business, nonprofit, government, and media in order to maximize networks.
- Established Zoom Excellent Administrator internal training and facilitated multiple cohorts to ensure organization-wide best practices and consistent excellence.

Research & Evaluation

- Worked with CEO of Center for Disaster Philanthropy to create a risk mitigation model for the grant approval process, adopted by board.
- Consulted with local community foundation to assess and evaluate its keystone Season of Sharing campaign through interviews and data gathering in order to provide sustainability focused recommendations. Campaign is now undergoing renovation.
- Conducted discovery focus groups with stakeholders on behalf of local community foundation and provided recommendations in a report for implementing a new community tool and approach for its major initiative.

CONTACT ME AT

✉ hsaegerkarnei@gmail.com

🐦 [@therealhsk1](https://twitter.com/therealhsk1)

🌐 [linkedin.com/in/hannahsaeger](https://www.linkedin.com/in/hannahsaeger)

EDUCATION

📖 Master of Arts in
Philanthropic Studies,
Indiana University
Lilly Family School of
Philanthropy

📖 Bachelors of Science in
Human Development,
Human Services
Concentration, Virginia
Tech

📖 Certified Public
Innovator from
Harwood Institute for
Public Innovation

AWARDS & RECOGNITION

★ Selected as first-ever
Fellow at The
Patterson Foundation

★ Awarded the GEM
employee award at
Echo360 for "Going
the Extra Mile" in 2016

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RESUME

Inaugural Fellow, Special Projects Manager

The Patterson Foundation | May 2019 - 2021

Manages projects across all of The Patterson Foundation initiatives including, but not limited to:

Advancing Philanthropic Leadership

- Designed and co-instructed a winter-term 2020 course for Indiana University Lilly Family School of Philanthropy entitled Beyond the Check: The Patterson Foundation's approach to innovative philanthropy.

Aspirations Journalism

- Evolved Aspirations Journalism into a new phase while maintaining existing relationship with the Sarasota Herald-Tribune. New relationships include a focus on meeting community to inform and engage outside of the traditional, mainstream, English language media. Targeted techniques include but are not limited to non-English radio stations, hyper-local newspapers and blogs, and targeted social media ad buys.

Aspiration to Actions

- Facilitated community conversations in the Harwood Institute method to discover shared community aspirations in the era of global pandemic, civic unrest and injustice. Working with 6 community leaders to design a listening tour program to guide the county's future.
- Created a four-county community book circle program focused on establishing stronger community aspirations which organized and supported 60 registered circles and more than 400 participants. Managed \$50K budget and three consultants. Developed project framework, discussion guide, tracking procedures and communication plan.

Census 2020 Education

- Facilitated Census 2020 Education Project working collaboratively with the regional newspaper, local funders, and community networks to activate partnerships across a four-county region. Created project frameworks, speakers bureau presentations, a collaborative calendar, and weekly network update that reached more than 700 people. Managed budget of \$40K+ in addition to four consultants. Contributed to 3%+ improvement in self-response rate in 2 counties.

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RESUME

Inaugural Fellow, Special Projects Manager - Continued

The Patterson Foundation | May 2019 - 2021

Center for Disaster Philanthropy

- Conducted market research on Risk Mitigation best practices, crafted a Risk Evaluation Matrix proposal for the CEO to present to the board for approval in order to both streamline process and reduce liability for domestic and international grants.

COVID-19 Response

- Established regional communication plan in order to support county Public Health Departments in efforts to prevent COVID-19 cases and improve vaccination rates.

Digital Access for All

- Acted as strategic advisor for brand new initiative. Advised on community engagement methodology, strategic communication, branding and messaging.

Honoring & Onward

- Managed a portfolio of activities and events for The Patterson Foundation's 10th anniversary including producing a 45-minute documentary, a 250-person evening celebration, several community events. Responsible for a budget of \$500K+.

John T. Berteau Opportunity Endowment

- Designed scholarship parameters and negotiated endowment guidelines to establish a \$1.5 million endowment at Asheville School in honor of TPF Board Chair Emeritus John T. Berteau.
- Coordinate announcement communication, directed short film "John, Because of You", and delivered surprise reveal event.

TPF Beyond Alumni Network

- Crafted the values and designed the format for the new "To Propel Fellows (TPF) Beyond" alumni network.

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PHILANTHROPY CHANGE-MAKER RESUME

Marketing & Development Assistant

LifeSmart Youth | August 2017 - May 2019

Developed and implemented first-ever #GivingTuesday campaign for \$1Million organization, increasing campaign net profit by 300% year over year. Managed build out of donor database in Salesforce and authored internal user guide for development team. Contributed to annual appeal campaigns and donor stewardship events.

Marketing Associate

Echo360, Inc. | January 2016-January 2019

Managed marketing operations for a \$15 Million higher education technology company. Duties included integration between Salesforce and HubSpot, all email marketing communication, database management, inter-team training, content curation and copywriting. Produced over 20 webinars for customers and prospects using ON24 and ZOOM Webinars.

Demand Generation Specialist

WealthEngine, Inc.. | June 2014-January 2016

Promoted twice in 18 months based on superior job performance and willingness to learn new skills. Utilized market research to design nonprofit sector marketing strategy, demand generation copy. Focus on Marketo and Salesforce to implement demand generation strategies.

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PHILANTHROPY CHANGE-MAKER ATTRIBUTES OF EXCELLENCE

Concept to Creation

- Working internally and externally with a possibility mindset
- Taking abstract ideas and charting a path that blends aspirations and reality to achieve excellent execution
- Creatively embracing the possibilities of a project, then establishing frameworks and supporting documentation to solidify effective implementation
- Keen awareness of resource constraints, active member of any team either in thought or action
- Flexible to allow enhancements and modifications as projects evolve

Management of People, Process & Projects

- Adept at engaging diverse people to optimize or discover talents
- Embedding communication to optimize strategic execution
- Attention to detail throughout process management
- Project development including contracts, reporting and invoices
- Finance management, tracking to budget, coding and reviewing reports

Discerning for Momentum

- Worked with CEO & President on high value, strategic and innovative projects
- Passionate about helping others recognize or realize potential
- Logical with a deep sense of empathy, adept at reading people and building rapport
- Approaching problems with a focus on collective abundance while activating and expanding networks

Engaging Word-meister

- Strong voice used with appropriate humor to communicate complex ideas into relatable snippets, a marriage between an analytical mind and big heart
- Engaging public speaker with experience in front of boards, focus groups, large groups
- Understanding of the critical role communication and narrative building plays with an organization and beyond
- Authored over 40 blogs with more than during fellowship

Avid Learner

- Continuously expecting the best of myself
- There's always more than one solution and more to learn
- Open mind to diverse thoughts and excellent at balancing perspectives