

## **Dylan M. Gaffney**

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### **EXPERIENCE**

#### **Finance Director – Manan Trivedi for Congress (PA-06), DCCC Red to Blue Candidate**

*June 2012 – Present*

- Raised over \$1,375,000 for the cycle, including \$45,000 in major gifts to our state party joint committee
- Managed relationships with national targets from the Asian American Pacific Islander community
- Personally solicited major gifts in excess of \$10,000 to our joint committee, yielding the most successful joint committee fundraising of any Democratic US House candidate in PA, including incumbents
- Implemented systemic changes in the existing finance operation to increase efficiency and produce the candidate's most successful fundraising quarters of the last two cycles
- Coached the candidate and call time manager to drastically improve call time
- Doubled our calls per hour and increased connections per hour by 140%
- Increased the amount of money collected over the phone per hour of call time by over 500%
- Implemented a pledge follow up regimen resulting in an 82% rate of collection on soft and hard pledges
- Meticulously tracked the finance operation in a comprehensive finance plan and developed accurate projections of our fundraising capabilities
- Worked with the campaign manager to establish budgetary goals and persuasion strategy
- Implemented a highly successful in-house direct mail program and personally drafted 5 separate pieces
- Organized successful, high profile events with surrogates such as President Bill Clinton
- Managed, coached and motivated two finance staff members and a finance intern
- Handled all finance compliance reporting in house

#### **Finance Director – Jessica Ehrlich for Congress (FL-13), DCCC Emerging Races Candidate**

*February 2012 – June 2012*

- Coached first-time candidate in call time to develop a concise message and sharpen her ask
- Oversaw direct mail and email programs including prospecting and resolicitation mailings
- Organized successful events in DC, New York City, Miami and Tampa/St. Petersburg area
- Worked closely with national organizations including the DCCC and Emily's List

#### **Finance Assistant – Steny H. Hoyer for Congress**

*March 2011 – June 2011*

- Assisted Finance Consultant by organizing, executing and staffing fundraising events yielding up to \$100,000
- Processed incoming contributions and tracked new and existing pledges

#### **Central Florida Finance Director– Kendrick Meek for US Senate**

*January 2010 – November 2010*

- Oversaw fundraising operations – from targeting through collection - for all 30 counties and 17 Congressional Districts in the Central Florida region
- Raised over \$1,000,000 dollars through direct phone/email solicitation, call time and events

### **SKILLS**

#### **Additional Professional Fundraising Training**

- Full NGP training – database management, compliance and web for both versions of the database
- DCCC and EMILY's List Finance Director, online fundraising, email and direct mail training

### **EDUCATION**

#### **Miami University of Ohio, Oxford, Ohio**

*B.A. East Asian Studies, Economics Focus - December 2009*