



**Eric
Smith,**
MPA

**VICE PRESIDENT OF
PHILANTHROPY AND MARKETING
CLEARBROOK**

ericsmith13@gmail.com
(630) 512-7158
ericsmith13.com

DEAR MS. SMART AND SEARCH COMMITTEE,

Some of the most meaningful work of my career began serving individuals with disabilities and their families. At Fox Valley Special Recreation Association, I began as Development Director and was promoted to Superintendent of Communications and Engagement, expanding my leadership across philanthropy, marketing, public administration, Board and community relations, and organizational engagement.

For the past five years, I have built upon that foundation as a senior executive at Outreach, a growing human-services nonprofit. During my tenure, Outreach has grown from approximately \$6.7 million to \$15 million in annual operating budget. I have helped strengthen the marketing, communications, donor engagement, and organizational capacity supporting that growth while continuing to advance the financial resources necessary to fulfill our mission.

My experience brings together many of the disciplines Clearbrook seeks in its next Vice President of Philanthropy and Marketing: fundraising and donor communications, Raiser's Edge and Virtuous CRM experience, executive and Board partnership, community relations, team leadership, brand strategy, digital engagement, and compelling storytelling. I also lead marketing for clinical services serving Medicaid-funded clients and families, requiring thoughtful navigation of privacy, consent, and appropriate compliance frameworks. This professional experience is complemented by a Master of Public Administration, Graduate Certificate in Organizational Communication, and Bachelor of Arts in Communications.

Clearbrook represents a rare opportunity to bring the chapters of my career together: returning to a mission serving people with disabilities while bringing the broader executive, philanthropic, marketing, and organizational leadership experience I have developed since that earlier work.

I would be honored to help Clearbrook grow the relationships, resources, and visibility necessary to enrich lives and embrace potential for years to come.

Thank you for your consideration.

A handwritten signature in blue ink that reads "Eric C. Smith".

Eric C. Smith, MPA





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ABOUT ME

Mission-driven nonprofit executive with 15+ years of leadership across philanthropy, marketing, communications, disability services, and community engagement. Proven success generating resources, strengthening brands, advising CEOs and Boards, and leading high-performing teams. Combines strategic fundraising and award-winning communications to drive organizational growth and expand mission impact.

EDUCATION

Master of Public Administration

Aurora University

Graduate Certificate of Organizational Communication

Liberty University

Bachelor of Arts in Communications

Judson University

AWARDS

- **BRANDED CONTENT —
NOT-FOR-PROFIT (GOLD)**
The Telly Awards
2021
- **BRANDED CONTENT —
SOCIAL IMPACT (BRONZE)**
The Telly Awards
2021

PROFESSIONAL EXPERIENCE

Senior Marketing and Communications Officer

2021–Present

Outreach

Senior executive leading enterprise marketing and communications for a growing human-services nonprofit, partnering with the CEO, Board, development leadership, and program executives to advance philanthropy, organizational strategy, brand, community engagement, and mission growth.

- Helped build the organizational, philanthropic, and communications capacity supporting Outreach's diverse revenue model growth from approximately \$6.7 million to \$15 million in annual operating budget over five years, a roughly 124% increase during my tenure.
- Lead integrated fundraising and donor communications supporting annual giving, major initiatives, special events, digital giving, stewardship, and organizational priorities.
- Partner with executive leadership, development professionals, and Board stakeholders to strengthen the organization's case for support and translate strategic priorities into compelling donor and community engagement.
- Provide strategic leadership for brand, communications, digital strategy, web, social media, video, campaigns, analytics, and marketing operations across a multi-location human-services organization.
- Lead marketing and communications supporting clinical and human-services programs serving Medicaid-funded clients and families, navigating privacy, consent, regulatory, and appropriate communications frameworks.
- Leverage Virtuous and Raiser's Edge experience alongside digital platforms, analytics, automation, and segmentation to strengthen donor communications and engagement.
- Recruit, develop, and lead a multidisciplinary marketing team while building scalable systems, processes, and accountability structures to increase organizational capacity.
- Lead marketing strategy for Outreach's multi-site Counseling and Psychological Services, communicating counseling, psychological assessment, specialized treatment, and other clinical services to clients, families, referral partners, donors, and the community, including services that expanded access to care through Medicaid. Navigate clinical privacy, consent, Medicaid requirements, and appropriate family and fundraising communications while translating complex services into accessible, compelling messaging per audience.



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2021

PROFESSIONAL EXPERIENCE

Superintendent of Communications & Engagement

2019–2021

Fox Valley Special Recreation Association

Promoted into senior leadership after serving as Development Director, expanding responsibility across communications, community engagement, organizational operations, and Board relations for an organization serving individuals with disabilities and their families. Led strategies that strengthened the organization's brand, deepened community relationships, and positioned FVSRA's mission and impact for greater visibility and support.

- Led a comprehensive brand transformation, modernizing organizational communications and increasing community awareness and engagement.
- Earned national recognition for mission-driven storytelling, including Gold and Bronze Telly Awards for nonprofit branded content and social impact.
- Managed Board relations and organizational communications, strengthening alignment among leadership, stakeholders, families, and community partners.
- Built and strengthened community partnerships to expand organizational visibility, engagement, and support.
- Directed integrated communications across digital, social, video, print, and community-facing channels to tell the stories of individuals with disabilities and their families.
- Led crisis communications during COVID-19, providing timely, clear communication to staff, participants, families, and the broader community.
- Helped ensure communications involving individuals with disabilities were handled with dignity, appropriate consent, and respect for the people and families served.

Marketing & Communications Manager

2017–2019

Sugar Grove Park District

- Developed integrated communications and community engagement strategies to increase awareness and participation.
- Built partnerships with local organizations and businesses to expand sponsorships and program support.
- Led risk management and compliance initiatives, ensuring safe, effective operations across programs and events.