

REV. JANA SWENSON, CFRE

Fundraising Consultant

Jana empowers organizations to fully fund their important work. Her previous experience as a development director and pastor makes her invaluable as a fundraising consultant because she has experienced and can empathize with the challenging situations that nonprofit leaders face daily.



While serving as a pastor, Jana worked alongside a campaign consultant who noted Jana's unique strengths for guiding organizations to reach their fundraising goals. Following a successful campaign with this consultant, Jana was inspired to help other congregations and nonprofit organizations increase their impact by improving their fundraising capacity.

Now, with over two decades of experience, Jana has honed her skills in strategic planning, capital campaign management, donor engagement, customer relationship management, and volunteer recruiting. She has worked with a variety of organizations, including faith-based and secular, making a significant impact in each of them.

Jana's work is not just about fundraising as a tool to advance a cause, but it's about developing meaningful relationships and connecting an organization with donors who are passionate about that organization's cause. She believes in inspiring and informing people toward generosity and empowering and equipping nonprofit and church leaders to confidently invite others to advance the mission through the use of their resources.

Jana's work is effective. Organizations and congregations that Jana has worked with have developed generous and engaged donors, solved their fundraising problems, and realized their vision for impact.

As a consultant with Brenda Moore and Associates LLC, Jana provides these services:

- Campaign Consulting for congregations and nonprofits pursuing major funding initiatives
- Fundraising Coaching for clergy, executive leaders, and new fundraising professionals
- Fundraising Planning with teams needing a comprehensive development strategy
- Strategic Planning for congregations and nonprofits ready to make a bigger impact

Contact Reverend Jana Swenson CFRE by EMAIL jana@brendamoore.org, PHONE (319) 431-9890

RESULTS

Development Director, Mount Carmel Family Camp and Conference Center, Alexandria, MN

2013-2019

- Raised 60% of the \$1.2M budget annually
- Increased restricted gifts by 19% over previous year
- Exceeded a 2-year special initiatives goal by 17%
- Led a 3-year debt reduction campaign resulting in the reallocation of 40% of mortgage payments to programs
- Led an organization-wide strategic planning process that led to an integrated marketing and fundraising plan
- Advanced efforts to identify, acknowledge and solicit planned gifts
- Grew board member involvement in fundraising efforts to 100% participation

Consulting Associate, Kairos and Associates

2009-2022

Led multiple capital campaigns for churches and camps of varying sizes. Met or exceeded the recommended goal in every campaign. Retained all clients who ran back to back campaigns.

Abiding Love Lutheran Church, Austin, TX
Camp Lebanon, Burtrum, MN
Cedar Hills Community Church, Cedar Rapids, IA
Chain of Lakes Presbyterian Church, Blaine, MN
Christ Lutheran Church, Whitefish, MT
Ewalu Bible Camp, Strawberry Point, IA
FaithPoint Lutheran Church, New Prague, MN
Grace Lutheran Church, Carrollton, TX

*Hosanna Lutheran Church, Rochester, MN
Ingham Okoboji Lutheran Bible Camp, Milford, IA
New Life Community Church, Coralville, IA
St. Barnabas Lutheran Church, Plymouth, MN
*St. John Lutheran Church, Farmington, MI
Trinity Lutheran Church, Jamestown, ND
Trinity Lutheran Church, Watertown, MN
*Indicates Feasibility Study Only

Led staff and volunteer leaders through a strategic planning process designed to identify the congregation's vision for the future, uncover the potential for community impact and grow member involvement in mission.

Bethany Lutheran Church, Cedar Rapids, IA
Littlefork Lutheran Church, Littlefork, MN
Lutheran Church of the Resurrection, Marion, IA

Luther Point Bible Camp, Grantsburg, WI
St. Paul Lutheran Church, Anamosa, IA

Developed a comprehensive and customized plan to grow the values of stewardship and generosity.

Abiding Love Lutheran Church, Austin, TX
Littlefork Lutheran Church, Littlefork, MN
St. Olaf Lutheran Church, Fort Dodge, IA

Trinity Lutheran Church, Jamestown, ND
Trinity Lutheran Church, Watertown, MN

Co-Pastor, Our Redeemer Lutheran Church, Maplewood, MN

2001-2003

Led congregation through a strategic planning process to identify its vision, mission, and values, producing a change in governance models and the creation of new ministries. Developed a strategic plan for stewardship education that increased giving by 12 percent in two years.

Pastor of Community and Equipping

Zion Lutheran Church, Clear Lake, IA

1994-2001

Hosanna! Lutheran Church, Lakeville, MN

2003-2005

St. Mark's Lutheran Church, Marion, IA

2005-2008

Developed, grew and managed small group and volunteer ministries in each congregation. Led a culture change that empowered members to use their gifts in service of others. Created a training curriculum for small group leaders and coaches.