

ERIC L. WELCH, CFRE



PROFESSIONAL EXPERIENCE

Executive Director

2016 – Present

NAMI Greater Orlando

Manage all aspects of a mental health non-profit with a \$400,000+ budget, including financials, program implementation, recruiting and day-to-day operations.

- Secured the largest gifts in the history of the organization (\$156,000)
- Led the annual NAMIWalks to record-breaking years, including 2021
- Marketed and positioned the organization to exponential growth, that most recently led to 19 program and outreach events during Mental Health Awareness Month, 2021
- Grew the organization from 4 to 7 staff members, with an 8th scheduled for the end of 2021
- Enhanced the leadership and expertise of the board, recruiting an entire new board by 2022
- Established new partnerships and new networks throughout law enforcement, behavioral, advocacy and other avenues in the Central Florida Community
- Created the first ever office center, strategically located in Seminole County to increase our service and efficiencies

Vice President

2014-2016

Dave's House

First-ever staff hire of a mental health non-profit that provides housing for those with mental health conditions

- Managed all aspects from fundraising/marketing to community partnerships
- Implemented development plan and raised over \$100,000 on first-ever event

Area Director

2010-2014

BidPal, Inc.

First Florida employee hired for expanding non-profit event technology and fundraising company. Responsibilities include hiring and managing a part-time staff of 25 with a territory of North and Central Florida.

- Expanded events from 4 events in year 1 to over 50 events at the close of year 3, yielding revenue of over \$500,000 and bringing the innovative technology to new organizations
- Managed all client relationships as the only full-time time client-facing employee in the region. Utilizing customer service expertise, achieved a 90 percent renewal rate, one of the highest in the company
- Led all aspects of event execution and implementation, from managing on-site staff to coordinating all elements of event fundraising technology on-site

Director of Development and Marketing

2004-2010

Prevent Blindness Florida

- Exceeded revenue goals for consecutive years, raising over \$1.6 million, the largest in the history of the organization
- Prospected and implemented all statewide corporate partnerships, including Wal-Mart, AAA, Bausch and Lomb, and the Transitions Championship, a PGA tour event
- Managed a state-wide partnership with Driver License and Tax Collector offices that grew from \$48,000 in its first year of employment to over \$600,000 annually
- Led all cause marketing efforts, including a national Wal-Mart partnership, achieving the #1 nationwide revenue ranking for two consecutive years (over \$100,000 each year)
- Developed, wrote, and implemented all marketing materials, including a fully produced PSA from concept to completion
- Researched, created, and implemented the organization's marketing plan, including website enhancements, and social media

LEADERSHIP EXPERIENCE

Association of Fundraising Professionals	2004-2010
<i>President, 2008</i>	
<i>Vice President, Florida Caucus, 2009-2010</i>	
Central Florida Cares, (Local Managing Entity)	2019-Present
<i>Board Member</i>	
Central Receiving Center (Local Baker Act Facility)	2016-Present
<i>Board Member</i>	