

DR. ERIC LANKIN
972-58-797-0673
in US 732-515-3061
DrEricLankin@gmail.com

Executive-level non-profit professional in administration, marketing, fundraising, budgeting, communications and strategic planning. Expert in stewardship and fundraising development including campaign strategic planning, individual major gifts solicitation and direct mail. Visionary and inspirational leader with strong relationship-building skills with fellow professionals and volunteer leaders; extensive board development, supervision and volunteer training experience.

July 2017- Oleh Hadash

RELEVANT PROFESSIONAL EXPERIENCE

STANDWITHUS, Jerusalem **2019-PRESENT**
(Global) Vice President-Development

Direct capital campaign for the building of \$6.5 M Jerusalem-based visitor center, raised \$1.6M as of 3/2020; Supervise fundraising activities and training for regional directors on five continents; Supervise direct fundraising campaign for Israel-based donors.

LANKIN CONSULTING **2017-PRESENT**
President

Provide fundraising campaign design assistance, staff training, write content for large and small clients including Chabad of FSU; Kav L'Noar, Crossroads; GetHelpIsrael; Heschel Center for Sustainability. Write and publish content of nonprofit and fundraising issues

ISRAELGIVES, LTD. , Givat Shmuel **2017-2018**
Vice President for International Development

Internal strategic planning to strengthen branding, product development and marketing. Director, Philanthropic Consultation Service advising charities based in Israel with strategic planning, marketing and fundraising campaigns

HEBREW UNIVERSITY OF JERUSALEM-ROTHBERG INTL SCHOOL **2017-PRESENT**
Professor (Adjunct) in the M. A. Program for Nonprofit Management and Leadership

Teaching courses in Marketing and Leadership (Fall 2017); Organizational Theory (Spring 2018)

ELEM/YOUTH IN DISTRESS IN ISRAEL, New York, NY **2014-2017**
Executive Director/CEO

Professional leader of American friends-type organization with full responsibility for all administration, marketing including fundraising and communication. One million dollar budget in the United States

Lead total rebranding effort including new logo; dynamic website www.elem.org; new communication tools including quarterly newsletter; active social media including facebook and twitter; write monthly blog for website

Facilitated volunteer leadership, managed Board of Directors, PR/Marketing Committee, Advisory Board; Close working relations with Israel operation

GRATZ COLLEGE, Melrose Park, PA **2016**
Professor (Adjunct) in the M.A. in Nonprofit Management,
Teaching one course (online): Marketing for Nonprofits,

AUTHOR- Writing book Leaping Into the Swirling Sea, series of **2013**
Jewish spiritual essays for Jewish recovering addicts, seeking publisher

AMERICAN SOCIETY FOR YAD VASHEM, New York, NY **2013**
(Interim)Executive Director/CEO

First professional CEO after long-time Founding Chair Eli Zborowski, who had died in office while serving as volunteer leader. Supervised 11 full-time staff. Dramatically improved working relations with Yad Vashem in Jerusalem

- Reorganized fundraising efforts and structure to include all levels of campaign including planned giving; foundations, corporations; small and intermediate sized gifts. Raised \$10M
- Created a marketing committee of major donors and marketing professionals to address strategic focus on vision and mission; rebranding, and social media
- Created new fundraising effort in Palm Beach, Broward and Miami-Dade Counties, FL hiring staff, inaugural dinner, parlor meetings and individual solicitations
- Invited and honored Mayor Michael Bloomberg at successful annual tribute dinner with 600 participants raising over \$900,000

EMUNAH OF AMERICA, New York, NY **2012-2013**
[National] Development Director

First chief development officer hired under contract to create and manage a national campaign to complement local fundraising (\$4M+) by twenty women's clubs across the United States

- Developed volunteer national campaign committee to determine policy, structure and conduct of systematic solicitation. Drafted national campaign plan
- Created a "Leadership Leads" program to solicit 75 board members and divide members into a Board of Directors with governance responsibilities with an annual minimum gift and a Board of Advisors of other leaders who do not meet minimum gift requirements
- Began process of developing a total marketing strategy including rebranding, social media,

JEWISH NATIONAL FUND (JNF-US), New York, NY **2005-2012**
Chief, Institutional Advancement and Education

- Sought out and negotiated with national, regional organizations, Federal government and United Nations to seek opportunities for cooperative relationships to advance JNF's mission
- Founding head of Israel Advocacy and Education (IAE) department, included building team of eight professionals and administrative staff in five cities, provided Israel and environmental education content to over 1200 schools nationally
- Served on Executive Management team as one of six top professionals reporting to CEO; annual campaign of \$60M.
- Developed and lead national fundraising efforts for new communities being built in Israel in Halutza; rebuilding of educational/visitors' center in Gush Etzion (\$5M Campaign); a capital campaign for JNF House (\$20M Campaign); and Rabbis for Israel campaign. Solicited major gifts of individual donors, foundations, and federations
- IAE department selected as top JNF National Department of the Year 2007

UNITED JEWISH COMMUNITIES (now JEWISH FEDERATIONS OF NORTH AMERICA) New York, NY
Religious and Education Department Director **2001-2005**

- Dramatically improved relationships with congregational arms, Rabbinical associations and schools as senior liaison between the UJC, Federation system and religious movements
- Galvanized UJC Rabbinic Cabinet which grew from 750 to 940 rabbis across America created data base of 5000 Rabbis, energized role of rabbis in Federation system.
- Led seven foreign missions in cooperation with JDC and JAFI to Argentina, France, Israel, Germany, and Ukraine consisting of volunteer leaders including Rabbis
- Extended communications and Jewish content reach of UJC through e-mail/internet Jewish education series called *Mekor Chaim*, reaching 500,000 Jews weekly with content on weekly Torah reading delivered through strategic marketing; edited and published The Orchard

EDUCATION

Doctorate, HUC-JIR, New York, NY, 1999.

Certificate (Post-Masters) in Pastoral Counseling, Postgraduate Center for Mental Health, New York, NY, 1994

Certificate (Post-Masters) in Pastoral Care, Blanton-Peale Graduate Institute of the Institutes of Religion and Health, 1991

M.A., and Rabbinic Ordination, Jewish Theological Seminary, New York, NY, 1985

Doctor of Divinity (honoris causa) Jewish Theological Seminary, New York, NY, 2011

B.S. in Economics (Marketing major), Wharton School of University of Pennsylvania, Phila., PA, 1978

Certificate in Fundraising, New York University, SCPS, New York, NY, 2005

Graduate student in Judaica, Hebrew University of Jerusalem 1980-1981

COMMUNITY INVOLVEMENT

Vice President- Community Relations- Jewish Family Services of Middlesex County (2015-2016)

Alumni Award 2006 –Jewish Community High School of Gratz College (Melrose Park, PA)

Wharton Club of NY- Non-Profit and Social Impact Affinity Group, Founding Chair, (2007-2010)

Chaplain (LT), US NAVY Reserve, (1984-1990)