

Shoshanna Schechter-Shaffin

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Results-proven senior executive with 15+ years experience in community development, education, and leadership positions. Highly skilled in fundraising, major gifts, sponsorship development and overseas Jewish community work. Well versed in community outreach; skilled networker with the ability to build high-level personnel relationships and close partnerships. Efficient communicator who builds strong long-term relationships with diverse populations and communities. Strong background in education management: school programs, fundraiser, budgets and staff evaluations.

SUMMARY OF SKILLS & EXPERTISE

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| • Fundraising | • Leadership Development | • Persuasive Writing/Speech |
| • Grant Writing | • Public Speaking | • Social Networking |
| • Community Outreach | • Program Management | • Training and Mentoring |
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PROFESSIONAL EXPERIENCE

ALEPH: ALLIANCE FOR JEWISH RENEWAL

Philadelphia, PA

Executive Director

December 2014 – present

- Provide executive leadership for a national organization, reporting directly to the Board of Directors; overseeing a budget of \$1M per year and managing a team of 6 senior staff members.
- Responsible for strategic business planning; successfully increased revenue by 30% in 2016.
- Inspire and support staff to develop human potential, cultivate collaboration and optimize team performance; established a new staffing structure, hiring essential personnel including a development and marketing director.
- Developed new marketing strategies that have increased donations; results included the successful creation of a new campaign generating \$200K in gifts to ALEPH and a 20% increase in our 2015 end of year campaign vs 2014.
- Spearhead the introduction of new initiatives including: established 2 Endowment funds through RJF, created a new system of Jewish Renewal affiliation (the ALEPH network), and created a new adult education initiative.
- Coordinate community awareness and strategically promoted ALEPH's Ordination Program (AOP); 2016 the AOP brought its historically largest class of 25 students, bringing the AOP enrollment total to 100+ students between the ages of 22 and 80, now making ALEPH the 2nd largest non-Orthodox seminary in the United States.
- Build ALEPH's brand and effective visibility in print and online media; press coverage includes The Philadelphia Jewish Exponent, The Washington Jewish Week, The Forward, Tablet Magazine, and the New York Jewish week.

RANDOLPH-MACON COLLEGE

Ashland, VA

Religious Studies and Women's Studies Part-Time Faculty

September 2012 - present

- Teach undergraduate courses in Religious Studies and Women's-Gender Studies including: Biblical Hebrew, Introduction to Judaism, Women in Judaism, Women in Religion, Western Religions and Queer Theory.
- Lead travel January term courses to Israel and provide academic advising; currently teaching 5 classes for the 2015-2016 academic year, ranging from 25 to 30 students. Faculty advisor for R-MC Hillel.

THE JEWISH COMMUNITY FEDERATION OF RICHMOND

Richmond, VA

Director of Women's Division, Israel, and Overseas Programming

January 2013 – December 2014

- Manage Women's Annual Philanthropy Campaign of \$1.5M, including the direct solicitation of major gifts.
- Cultivate and inspire women's lay leadership and increase giving levels by 20%, including Pomegranate, Lion of Judah, and Lion of Judah Endowments through the Richmond Jewish Foundation.
- Plan, facilitate, and implement Women's Campaign activities, including 5 large events and 3 trainings per year.
- Provide strategic leadership and supervision of the Young Leadership (YAD) Campaign, the Young Leadership Director and all Young Leadership activities (Network JCFR).
- Oversee and direct all Israel and overseas engagements, philanthropy activities and committees; including all activities associated with our JAFI Southeast Consortium Partnership City of Hadera-Eiron, mission planning, overseas projects and allocation reports.
- Serve as community liaison to Israeli Embassy, JDC, and JAFI. Create and staff JDC missions, including a JDC-Entwine young leadership trip "Inside Jewish Georgia."
- Create, plan, and implement volunteer leadership development activities, including CLI (Community Leadership Institute) for entry level leaders and SLI (Senior Leadership Institute) to train senior leaders to take on the highest executive committee positions in the Richmond Jewish community.

EXPERIENCE CONTINUED

WEINSTEIN JEWISH COMMUNITY CENTER

Richmond, VA

Hillel Director/Jewish Engagement Coordinator

July 2011 - December 2012

- Planned and coordinated all Jewish education offerings and programming, including interfaith outreach, holiday programming, and large scale community events; maintained Hillel budget and applied for applicable grants.
- Served as Jewish educational resource for entire JCC including pre-school, after-care program, senior citizen programming, and summer camps; taught courses in adult Jewish education on diverse topics.
- Acted as Summer Judaica specialist for both Camp Ganim (preschool) and Camp Hilbert (elementary school).
- Coordinated activities including: Shabbat and holiday programming, Jewish study activities, events, and social justice projects; recruited students for Birthright Israel and served as trip leader.

CONGREGATION B'NAI TIKVAH

North Brunswick, NJ

Education Director

August 2010 - July 2011

- Programmed and supervised conservative religious school curriculum for over 130 children in grades K-11, including an innovative service based Hebrew High program.
- Strategically maintained the school's operating budget of over \$200,000.
- Oversaw and evaluated religious school staff of 25 teachers, aides, and administrative assistant.
- Launched social media platform and e-mail marketing campaign to promote the school and increase communication with parents utilizing Facebook, Twitter, and Constant Contact.
- Planned fundraising projects and created a unique special needs Hebrew program.

AMERICAN JEWISH JOINT DISTRIBUTION COMMITTEE

New York, NY

Jewish Service Learning Associate (Consultant)

August 2008 - September 2009

- Created unique Jewish Service Learning materials for JDC Short-Term Service programs overseas.
- Provided intensive educational and programmatic training and leadership development for staff.
- Served as professional staff on Short-Term Service trips overseas.
- Created extensive pluralistic Shabbat guide for staff; researched and wrote foundation grant reports.

AMERICAN HEBREW ACADEMY

Greensboro, NC

Director of Programming/Houseparent

July 2007 - July 2008

- Developed Jewish and recreational programming for a residential high school of over 130 students.
- Organized and supervised all school clubs, assemblies, after school, and weekend programs.
- Supervised and evaluated programming team of 12, including staff and students.

PUBLICATIONS/BLOGS

"Passing Over: Gastric Bypass, Thin Privilege and Perspective" 4/14

<http://www.alreadypretty.com/2014/04/passing-gastric-bypass-thin-privilege-perspective-shoshanna-schechter-shaffin.html>

"A Feminist Defense of Cinderella" 4/14 <http://thefeministwire.com/2014/03/princess-culture/>

"The Princesses of Long Island: A Long Hard Post-Feminist Look in the Mirror" 6/13

<http://thefeministwire.com/2013/06/the-princesses-of-long-island-a-long-hard-post-feminist-look-in-the-mirror/>

The Times of Israel Blog: <http://blogs.timesofisrael.com/author/shoshanna-schechter-shaffin/>

EDUCATION

Master of Arts in Jewish Studies, 2008

The Graduate School of the Jewish Theological Seminary, New York, NY

Bachelor of Arts in Anthropology and Jewish Studies, 2000

University of Maryland at College Park, College Park, MD

Hebrew University of Jerusalem, Jerusalem Israel, 2000

Junior Year Abroad Program

ADDITIONAL SKILLS

Languages: Full professional proficiency in English, Hebrew, and Yiddish

Computer Skills: Microsoft Office, DavkaWriter, Constant Contact and other HTML email programs.
Highly proficient in internet/social networking marketing (Facebook, Twitter, Tumblr, Instagram).