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Teresa Moore

Summary of qualifications

- Founder and president since 1999 of successful [fundraising + communications firm](#) working exclusively with local, state and regional nonprofit organizations
 - Experienced, proven manager, fundraiser and communicator
 - More than 10 years as a senior manager in multi-million-dollar organizations and corporations
 - Award-winning writer and journalist
 - Direct experience in governmental relations and public affairs
 - Skilled manager of people, programs and budgets
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Education

- Bachelor of Arts, political science, summa cum laude (4.0 GPA), University of Texas/Dallas
 - Course work, master's degree in communications, (4.0 GPA), University of Texas
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Professional experience & achievements

- **June 1999 – Present: Moore Ink. PR & Fundraising Communications, Owner and President:** Manage and operate three-person firm specializing in **advancing the missions of nonprofit education, health and human service organizations** and other “clients with a cause”
 - ✓ **Advanced the fundraising success** of nearly 200 different nonprofits since Moore Ink. was founded. Clients have included the University of Washington, Habitat for Humanity, YMCA of Greater Seattle, Seattle Children’s Hospital, Make-A-Wish, Food Lifeline, Network for Excellence in Washington Schools (the *McCleary* lawsuit coalition), Washington Trails Association, Boys & Girls Clubs of King County, American Red Cross, UW Husky Athletics, the YWCA, Jewish Federation of Greater Seattle, Girl Scouts, Seattle Children’s Theatre and Center for Children & Youth Justice.
 - ✓ Served as **Executive Director** of the education coalition the Paramount Duty Coalition (consisting of AWSP, WASA, WSSDA, WEA and PSE), 2010 – 2012
 - ✓ Serve as **Interim Executive Director** of Highline Medical Center Foundation, April 2017 – Jan. 2018
 - ✓ Served as **Interim Development Director** for the Center for Children & Youth Justice, increasing fundraising event revenue by 50% and nearly doubling corporate sponsorships
 - ✓ Brokered relationships and made direct appeals to secure **more than \$1.5 million** in pro bono assistance and corporate sponsorships for clients
 - ✓ **Recruited and interviewed** candidates for staff positions for several client organizations
 - ✓ Adept **corporate manager**: Moore Ink.’s year-to-year revenue growth averaged 30% from 2004 – 2009, was stable in the 2010-13, recession and exceeded projections in each of the past five years
 - **July 1998 – May 1999: Premera Blue Cross, Vice-President/Corporate Communications:** Managed corporate PR and internal communications for the Northwest’s largest health insurance company with responsibilities/accomplishments including:
 - ✓ Created and administered **corporate charitable giving program**, including community relations and interaction with fundraising officials of local, state and regional organizations
 - ✓ Developed and implemented **comprehensive communications plans** for 1.1 million members
 - ✓ Managed 10 employees; developed and administered **\$2 million annual budget**
 - ✓ Played **key public affairs role** in communications and negotiations among Washington health insurers, the Governor’s Office, State Insurance Commissioner’s Office and the Legislature to revive the state’s individual insurance market in 1999
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**Professional
experience &
achievements**
continued

- **Jan. 1989 – June 1998: *Washington Education Association, Director of Communications and Research/Assistant Executive Director:*** As a member of WEA’s senior leadership team, helped **lead a strategic approach to organizational management** to ensure integration of PR strategies into WEA programs and initiatives. Managed comprehensive statewide efforts in communications/PR and research, with responsibilities including:
 - ✓ Managed 12 employees; developed and administered **\$4 million annual budget**
 - ✓ Initiated and managed community relations programs to **develop collaborative relationships** and to link WEA with Special Olympics, children’s charities and other community organizations and programs; planning and conducting events
 - ✓ Helped develop and communicate **legislative and political strategies**, including crafting annual legislative agendas, writing testimony for legislative hearings, initiating media relations to help achieve legislative goals, directing political endorsement communications
 - ✓ **Directed outside research firms;** analyzed and presented results of public and member opinion polls and focus groups
 - ✓ Directed all **media relations efforts**, including acting as spokesperson and conducting message development and media training
 - ✓ Managed radio/TV advertising program, wrote speeches, conducted training, wrote and edited Association reports, managed employee communications
- **April 1985 – January 1989: *Texas Education Agency (State Department of Education), Director of Public Information:*** Supervised staff of seven; advised management on PR policies; provided information about TEA, public schools and education reform legislation to media, school districts and public
- **January 1980 – March 1985: *United Press International (UPI), Reporter and Bureau Chief:*** Journalist focusing on political news, covering state legislatures, court trials, political campaigns and other government news in Austin, Texas (three years) and Baton Rouge, Louisiana (one year); general news writing in New Orleans and San Antonio (one year)

Volunteer work

- Board of Directors, Northwest Development Officers Association, 2010 – 2013, and NDOA VP/Membership, 2011 – 2013; NDOA Marketing Committee, 2005 – 2010
- Guest lecturer in the Seattle University Master’s of Nonprofit Management program and the University of Washington School of Communications
- Board of Trustees, National Multiple Sclerosis Society, Greater Washington Chapter, 1999 – 2002; chair of 2000 “Celebrate the Hope” Luncheon fundraiser
- President, Women Business Owners of Seattle, 2002; WBO Board of Directors, 2001 – 2004
- Member, Washington Women’s Foundation, 2008 – 2009
- Presenter at numerous conferences including Northwest Development Officers Association, National CASA Association, Seattle Executive Alliance and Public Relations Society of America
- Pro bono communications assistance: Seattle Public Schools levy campaign, Referendum 71 campaign, King County Superior Courts, NDOA, Rainier Beach High School, Washington Athletic Club, Seattle Executive Alliance

**Awards and
presentations**

Conducted some 400 presentations and training sessions for local, state and national audiences; earned more than 40 national, state and regional awards in PR, speechwriting, community relations and governmental relations. Among her recent workshops are Writing for Dollar\$ for the regional CASE Conference (Council for the Advancement and Support of Education) and Messaging from the Heart for numerous client nonprofits.

References and work samples available upon request