

SHIRA PRUCE

(732) 351-9696

shira.pruce@gmail.com

13+ years of proven success in resource development and communications

EDUCATION

BA, Women and Gender Studies
Rutgers University '04 Honors
Rutgers Institute for Women's Leadership

SKILLS AND ABILITIES

Resource development
Public relations
Content creation
Message development
Writing and editing
Strategic planning
Donor relations
Public speaking

PROFICIENCY

Wordpress, Wix, Salesforce,
Canva design, social media and crowd funding platforms

LANGUAGES

English (native), Hebrew (fluent)

LAY LEADERSHIP

Project Keshet Israel Board
2010-2016

EXPERIENCE

Development Communications Director, July 2017 – Current
Foundation for Jewish Camp, NY, NY

Managing 30+ institutional grants

Raising over \$3 million

Creating branded solicitations, newsletters and impact videos delivered via social media, email, and direct mail

Writing donor-facing content including proposals and reports

Strategic Communications, Nov 2015 – Sept 2017

Clients: Israeli NGO/Startups including Make a Point, Be'er Sova
Community Kitchen, Hagar: Arab-Jewish Equality

Storytelling, messaging, public relations, social media, web presence

Development and PR Director, Nov 2010 – Aug 2016

Interim Executive Director, 2013 – 2014

Women of the Wall, Jerusalem, Israel

10+ institutional grants and 1000+ individual donors

Cultivating relationships and speaking to international news and media, partners, missions, and donors

Managing the website, social media, messaging, and branding

Creating and implementing public advocacy campaigns

Coordinating strategic development and events with executive board

Marketing Director, Sept 2010 – Jan 2012

MASLAN: Sexual Assault Support Center, Beer Sheva, Israel

Marketing and development for violence prevention education programs

Director of Community and Health, May 2007 – Oct 2010

Interim Director of Development, 2007

Jerusalem Open House for Pride and Tolerance, Israel

Managing LGBT health center, community programs and Jerusalem Pride

Managing 10+ grants, cultivating donor relationships

PUBLISHED

"Blurring The Lines That Divide" Anthology compiled by Dr. Mary Trigg,
Leading The Way: Young Women's Leadership and Social Change, 2009
Rutgers University Press