

## **DANIEL J. ZANELLA, SENIOR CONSULTANT – NEW YORK**

### **FUNDRAISING, DONOR DEVELOPMENT, ENDOWMENT & CAPITAL CAMPAIGNS, AND INTEGRATED ORGANIZATIONAL ADVANCEMENT EFFORTS**

*“Organizations address their development efforts in many ways. Yet few understand the crucial differences between fundraising, development and advancement.*

*Fundraising is the daily mission of the development office, including grant writing, direct mail, and telefundraising. These are tactics.*

*Development is about building the long-term relationships. There is no magic pill. That’s why they call it ‘development. It comes through a concerted effort on the part of everyone in an organization to build strong relationships.*

*Advancement is achieved when you have been successful at both fundraising and development in spreading the good news about your organization and its impact on your community. Only then will the funding be found to create the greater vision.”*

Over the course of his twenty-year development career, Daniel Zanella has distinguished himself as an adept fundraising professional with significant experience supervising a wide variety of advancement activities.

Before becoming Chief Development Officer at the prestigious American Ballet Theatre, he spent several years within the Easter Seal organization and then returned to the arts as Director of Development at the New Jersey Symphony Orchestra. He has managed programs raising a total of more than \$73 million for these organizations.

At American Ballet Theatre, Mr. Zanella was a member of the senior management team for this \$32 million a year organization and was directly responsible for an annual development goal of more than \$13 million as well as significant Board development responsibilities.

During Mr. Zanella’s eight-year tenure at the New Jersey Symphony Orchestra, annual contributed income doubled while the organization’s endowment saw a six-fold increase. He was also instrumental in successfully transitioning the Orchestra into its new home at the New Jersey Performing Arts Center.

His Easter Seal assignments included progressively senior development positions in New York, Atlanta and Chicago, where he had direct responsibility for numerous fundraising campaigns, including serving as

Executive Producer for their nationally broadcast Telethon.

Mr. Zanella graduated magna cum laude from the *University of Hartford’s Hartt School of Music* with a double major in Music Performance and Management.

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#### ***Mr. Zanella’s professional and client work includes:***

Agua Caliente Cultural Museum  
American Ballet Theatre  
Ballet Memphis  
Brooklyn Philharmonic  
Buffalo Philharmonic  
Easter Seals USA  
Honolulu Symphony  
Lubbock Symphony  
Montclair Art Museum (NJ)  
New Jersey Symphony Orchestra  
Old Globe Theatre (CA)  
San Diego Repertory Theatre  
SummerFest Birmingham (AL)