
Alan P. Long Senior Project Director

Alan is a creative and results-driven nonprofit professional with substantial success in leading and managing organizations with a focus on expanding local and regional economies. He is able to draw on his broad-base of experience in capital campaign management to provide reliable and innovative approaches to every campaign he works on, resulting in the successful generation of revenues and goal achievement. In addition to his fundraising expertise, Alan brings to the table an impressive background in economic and community development, chamber management, recruiting and motivating volunteers, board development, and governmental affairs.

Throughout his career, Alan has led a variety of onsite capital campaigns for nonprofit organizations utilizing proven strategies and initiatives to meet project targets. As Georgia Director of Philanthropy for The Trust for Public Land, Alan was responsible for raising funds to meet annual operating and conservation project needs. While there, he guided the organization through a feasibility study resulting in the preparation of a capital campaign to raise \$13.5 million for a major urban waterway conservation project. Alan also served as Senior Vice President for a national fundraising company directing 15+ project directors, providing fundraising counsel for feasibility studies, implementation of campaign plans and successful solicitations for community and economic development initiatives that resulted in well-funded and better structured nonprofit organizations. During his tenure there, he directed and supervised more than 60 feasibility studies and capital campaigns, raising more than \$125 million.

His chamber of commerce background includes providing day to day management and leadership for several chambers, developing and maintaining relationships with elected officials at all levels of government, representing policy positions on the issues that impact businesses, and working with community leaders to create economic development strategies to attract and retain jobs that strengthen the local economy and quality of life.

Throughout his nonprofit career, Alan has participated in successful solicitations and grant proposals, including six figure investments from individuals, corporations, foundations, and public entities. He is experienced in working closely with boards and nonprofit presidents to create goals, programs, and proposals for targeted investor resources.

Summary of Experience

- Fundraising work includes:
 - Currently directing a \$5.0 million capital campaign for the Missouri Chamber of Commerce & Industry
 - Conducted a Feasibility Study for Greenwood Promise, a \$10.7 million workforce preparedness initiative of the Partnership Alliance of Greenwood South Carolina.
 - Managed a challenging statewide successor economic development fundraising campaign raising \$1.5 million for the Team Pennsylvania Foundation
 - Organized and managed a successful economic development campaign for the Greater Richmond Partnership in Richmond, VA that raised \$14.7 million (110% of goal)
 - Conducted a feasibility study for a \$2.8 million economic development campaign for the Rutherford County Chamber of Commerce in Murfreesboro, Tennessee that raised \$3.0 million (107% of goal).
- Chamber of Commerce experience includes:
 - Public Affairs Manager with the Greater Macon Chamber of Commerce
 - President of the Laurinburg Scotland County Chamber of Commerce, Conyers Rockdale Chamber of Commerce, and the DeKalb Chamber of Commerce
 - Senior Vice President for Finance & Strategic Planning for the Georgia Chamber of Commerce
- Successfully completed The Certified Chamber Executive (CCE) program and was awarded the CCE, the highest designation a chamber executive can earn.