

HALEY MARTINEZ

Professional Experience

Wellbeing & Equity Innovations | Manager of Advancement

(work remotely from Lincoln, NE) Longmont, CO — January 2026- present

Communications and External Engagement

- Lead the development of products and deliverables to facilitate the implementation of an integrated communications and branding strategy to elevate WEI's visibility, influence, and thought leadership.
- Create and manage content across digital and print platforms, including announcements, brief documents, audio/visual content, social media, publications, and the website.
- Translate complex research, systems frameworks, and program outcomes into compelling narratives that engage diverse audiences of community partners, corrections, court, and criminal justice professionals, funders, and high net worth individuals.
- Work with WEI staff and other strategic partners to maintain brand integrity, messaging consistency, and narrative coherence across all communications.
- Develop media materials, press releases, and public statements; establish a network of press officials to help with media coverage
- Develop content to help support the CEO in external communications, speaking engagements, and media relations.
- Create impact stories, annual reports, and marketing collateral that showcase WEI's programs and outcomes.

Advancement and Fundraising Support

- Develop an advancement strategy and execute WEI's advancement strategy, including donor cultivation, solicitation, and stewardship in collaboration with WEI leadership.
- Prepare grant proposals, concept papers, reports, and donor correspondence.
- Manage and maintain donor communications and acknowledgments, ensuring timely follow-up and relationship tracking.
- Maintain and update the grants and fundraising calendar to ensure timely submissions and reports.
- Develop fundraising communications materials, such as appeals, donor updates, and campaign messaging.

Strawhecker Nonprofit Services | Independent Consultant

(work remotely) Omaha, NE — August 2025- December 2025

- Partnered with nonprofit organizations across Nebraska and nationwide to strengthen fundraising and development strategies, including grant writing, donor communications, campaign planning, and project management.
- Delivered customized consulting support to advance organizational capacity, crafting compelling grant proposals and multi-channel fundraising campaigns, and developing donor-focused newsletters and outreach materials.

IndiJ Public Media | Donor Relations Director

(worked remotely) Phoenix, AZ — October 2023-August 2025

- Cultivated donor relationships and led year-round fundraising efforts through events, campaigns, appeals, and strategic partnerships—successfully securing donations, major donor gifts and sponsorships of \$1,000-\$20,000+ from individuals, organizations, corporations, and tribal entities.
- Helped shape and implement fundraising strategies and standard operating procedures (SOPs) to support organizational growth and sustainability; managed team budget and regularly tracked performance against revenue goals, adjusting strategies as needed to optimize outcomes and drive fundraising success.

- Partnered cross-departmentally to produce annual impact reports and consistent, cohesive messaging for donors, subscribers, tribal partners, institutional funders, and corporate partners.
- Managed grant-funded projects, including coordinating the development of an Indigenous Journalism Curriculum, which culminated in 20+ lesson plans for high school & college level journalism courses, targeting Native and non-Native students.
- Supervised development associate and collaborated with staff across the organization on fundraising strategies and partnership-building to advance key initiatives.
- Managed donor database and cross-departmental projects using Salesforce CRM, Google Suite, Monday.com, and Slack.

Dimensions Educational Research Foundation | Development Director

Lincoln, NE — July 2021-October 2023

- Cultivated and maintained partnerships to secure grants, corporate gifts, and individual donations—including major donor stewardship—supporting the Foundation’s early learning and outdoor classroom programs across Nebraska and nationwide.
- Led development of annual fundraising strategies and departmental budgets, while overseeing grants management and prospect research. Secured approximately \$475K in FY22 and \$355K in FY23 (at time of departure).
- Strengthened fundraising and development strategies by enhancing marketing and brand visibility, leading annual appeals and campaigns, securing and tracking contributions, organizing special events, securing grants, and growing unrestricted funding to support long-term sustainability.
- Managed a team of two and collaborated across departments to execute fundraising strategies and cultivate strategic partnerships that advanced organizational programs and initiatives.
- Developed annual fundraising plans and departmental budgets, evaluated financial performance, and managed grants portfolio to support revenue goals.
- Led key initiatives for the Nature Explore Outdoor Classroom program, including managing a U.S. Forest Service grant, and a PNC Bank Foundation grant to expand regional volunteer programming to support outdoor classroom sustainability.

Big Brothers Big Sisters Lincoln | Assistant Director of Operations

Lincoln, NE — October 2019-July 2021

- Provided leadership in managing agency operations with a focus on fundraising, donor stewardship, grants management, and partner engagement—securing grant funding and growing the organizational budget by 12%.
- Led community outreach and partnership development to support mentor/mentee recruitment, serving diverse youth populations, while also planning and executing events, campaigns, and match activities.

Paul J. Strawhecker, Inc. | Grant Specialist

(worked remotely) Omaha, NE — July 2018-July 2021

- Provided consultation and grant development services for area programs and stakeholders, including the Greater Omaha Chamber of Commerce, to address various community/economic and nonprofit needs in the Omaha-Council Bluffs area.

Heartland Family Service | Grant & Contract Manager

Omaha, NE — August 2016-October 2019

- Researched, developed, and submitted grant proposals across federal, corporate, and local sources, contributing to over \$16M in awards in 2018 as part of a three-person team.
- Managed a portfolio of approximately 50 active grants and contracts, ensuring compliance with reporting and budget monitoring in collaboration with program, fiscal, and leadership teams.
- Oversaw and supported Grant and Contract Coordinators and facilitated funder meetings to identify and

- secure new grant funding opportunities and maintain funder relationships.
- Tracked data and reporting using SharePoint and MyEvolve, ensuring timely submissions and HIPAA compliance.

Jefferson Center for Mental Health | Grant Writer

Wheat Ridge, CO — February 2015-October 2016

- Secured funding for programs across three Colorado counties by researching, developing, and managing grant proposals.
- Ensured compliance with contractual obligations and collaborated with leadership to analyze past efforts, assess state/local policy impacts, and set strategic fundraising goals to achieve development milestones.

Native Development Consulting and Construction Management | Project Coordinator

(worked remotely) Chandler, AZ — August 2013-December 2017

- Collaborated with Alaska Native Village communities and tribal councils to secure more than \$3 million in state and federal funding for major transportation infrastructure projects, while representing tribal interests at national conferences.
- Managed nationwide outreach and communication efforts to cultivate and sustain relationships with a diverse network of funders and partner organizations.

Umo^{ho} Language and Cultural Center (ULCC) | Technology Assistant Intern

Macy, NE (Omaha Reservation) — September-December 2011

- Collaborated with ULCC staff and students to design and deliver original Umo^{ho} (Omaha) computer-assisted language learning curricula for K–12 classes, promoting cultural engagement and language acquisition.

UA-Harvard University Native American Program | Student Researcher

Tucson, AZ/Southampton, NY — January-May 2011

- Selected for the University of Arizona–Harvard Native American Program to conduct research on early learning language- and culture-based curricula; coordinated with Shinnecock Nation leaders, educators, and students to produce a final report that informed the development of the Wuneechanunk Shinnecock Pre-School (Our Children of the Stony Shores Pre-School), launched in June 2015.

Education

University of Arizona (UA) —

Tucson, AZ Master of Arts in
Interdisciplinary Studies
Department: American Indian Studies
Focus: Education; Youth & Community Development

University of Nebraska-Lincoln (UNL) — Lincoln,

NE Bachelor of Arts
Major: History
Minors: Native American & Ethnic Studies

Relevant Experience

- Lincoln Women for Good–Member and local nonprofit nomination winner, Quarter 1, 2025.
- Association of Fundraising Professionals (AFP) Nebraska–Member and 2022 Emerging Fundraising Leader award winner.
- Young Nonprofit Professionals Network-Lincoln (ynpnLNK)–Leadership Council-Board Member, 2022-2025.
- Grant Professionals Association (GPA)–Nebraska Chapter Board Member, 2016-2019.