

# David Duncan

Washington, District of Columbia, United States



## Summary

A creative, seasoned, and experienced nonprofit executive, David has direct P&L responsibility for the American Battlefield Trust, managing an experienced and talented staff responsible for fund development, land preservation, education, policy and media, and administrative functions.

Before becoming president of the Trust, David spent 35 years in the fund raising industry, on both the client and agency sides of the business. His work has been recognized for innovation and effectiveness with a record 23 MAXI awards from the Direct Marketing Association of Washington, and three times by the American Association of Political Consultants. He specializes in building quality long-term relationships with donors that result in significant personal gifts.

Of greatest importance, however, is that during his twenty-year tenure heading up the Trust's fund raising efforts, he and his teams raised nearly \$300 million from private donors to leverage a nearly equal amount of public matching-grant funds, to help save more than 57,000 acres of hallowed ground that might have otherwise been destroyed. The Trust recently successfully completed a \$52.5 million capital campaign, exceeding its original \$40 million goal by 31%.

For more, please visit: <https://www.battlefields.org/news/david-n-duncan-named-new-president-american-battlefield-trust>

Specialties: Non-profit fund raising management, major donor cultivation / major gifts development and solicitation, board development, capital campaigns, direct mail programs, planned giving programs, membership recruitment and retention, prospect research, copy writing, donor stewardship, statistical analysis, donor database management, social media advertising, budgeting.

## Experience



### **President & CEO**

American Battlefield Trust

Oct 2020 - Present (2 years 10 months)



### **Chief Development Officer**

American Battlefield Trust

May 2014 - Oct 2020 (6 years 6 months)

Direct bottom-line fund raising responsibility for the American Battlefield Trust, overseeing all major-donor development and membership activities, new member acquisition and renewal, direct mail appeals, planned giving, foundation grants and members' services.



### **Director of Membership and Development**

American Battlefield Trust

Mar 2000 - May 2014 (14 years 3 months)



### **Creative Director**

Response Dynamics

May 1986 - Mar 2000 (13 years 11 months)

Managed direct marketing campaigns for dozens of political and charitable clients.

## **Education**



### **James Madison University**

BS, Telecommunications; Music

1982 - 1986



### **CFRE International**

Certified Fund Raising Executive, Nonprofit Fundraising and Management

2017 - Present

CFRE certification conferred June 2018

## **Licenses & Certifications**



### **CFRE - CFRE International**

Issued Jun 2018 - Expires 2021

## **Skills**

Fundraising • Nonprofits • Major Donor Cultivation • Nonprofit Organizations • Direct Marketing • Copywriting • Direct Mail • Public Relations • Social Media • Event Planning

## **Honors & Awards**



### **MAXI Awards - Direct Marketing Association of Washington**

Over the years, as a direct result of my work, the Trust has been awarded 23 MAXI awards for direct mail innovation and excellence.