

## Jenn Simon

### Associate Director of Development Operations



Jenn Simon is the associate director of development operations at Western Resource Advocates (WRA). She provides operational support and guidance that sets the development team up for success. This includes establishing policies and procedures, pulling reports, and conducting donor and prospect research. She tracks revenue and expenses, projects future revenue, and manages the fundraising database – ensuring that donor information is accurate and confidential.

Prior to joining WRA, Simon served as the associate director of donor relations at the University of Colorado. In this role she planned and executed signature events for major donors and supported the schools and colleges with their event planning and outreach efforts. While there, Simon helped develop and establish a donor engagement and stewardship calendar that planned individualized stewardship touch points and events up to 18 months in advance. Transitioning from operating reactively to a strategic and forward-thinking approach made a significant impact of which she is extremely proud.

In her role with WRA, Simon enjoys organizing and analyzing data trends and strategizing ways to make the development team's work more efficient and effective. Finding the perfect touch point that helps steward a donor's relationship with the organization also gives her great joy. She thrives when seeing the hard work of the development team be rewarded by success.

Simon was born in Boulder, Colo., and raised at the top of Flagstaff Mountain. She grew up exploring the natural landscapes, playing in the dirt, and building tiny rock dams in the creek behind her home. As a parent, she wants her daughter to be able to easily access nature and feel the same sense of freedom, peacefulness, and exploration that she did as a child.

She now lives in Westminster, Colo., with her husband and daughter. The mountains and wildlife of the West never cease to amaze her, and she loves exploring the endless hiking trails and camping under the stars. She holds a Bachelor of Arts in Psychology from the University of Colorado, Colorado Springs.

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