

Greg Lassonde, CFRE; Legacy Giving Specialist Curriculum Vitae

Experience / Expertise

- Legacy giving specialist since 1992, full time legacy giving officer since 1997
- Extensive experience starting and reinvigorating legacy giving programs
- Decade-plus experience educating and organizing professional advisor community
- Full time fundraising professional since 1982 in all areas of fund development
- Board / officer positions held in seven association and non-profit organizations

Achievements

- Raised over \$75 million in current and legacy gifts for a variety of nonprofits
- Presented at 40+ conferences and workshops on legacy giving and related topics
- Secured more than 500 legacy gifts and commitments
- Awarded *1994 Local Radio Development Award* from Corporation for Public Broadcasting
- Launched *giftplan.org* website for Bay Area professional advisors and other gift planners

Personal Profile / Personal Attributes

- Consultant practice based on three-decade's employment in wide variety of nonprofits
- Balanced approach focusing on mission while accomplishing detailed objectives
- Ability to harness effort of divergent volunteer & staff stakeholders to achieve outcomes
- Solution-oriented practical approach
- Creative, flexible and persistent when encountering obstacles
- Clear communication and proven ability to manage multiple projects

Career History

- 09/00 - 09/06 Director, Gift Planning, San Francisco Symphony, San Francisco
- 09/97 - 09/00 Director of Gift Planning, Community Foundation Silicon Valley, San Jose
- 10/96 - 09/97 Development Director, Rainforest Action Network, San Francisco
- 05/95 - 10/96 Development Director, Lindsay Wildlife Museum, Walnut Creek
- 02/91 - 05/95 Major & Planned Gifts Director, Pacifica Foundation, KPFA Radio, Berkeley
- 12/90 - 02/91 Executive Director, Jock Sturgis Defense Fund, San Francisco
- 06/86 - 12/90 National Membership Director, Neighbor to Neighbor, San Francisco
- 02/82 - 06/86 Development Director, CISPES N.W. Regional Office, Berkeley

Personal Details

- Greg Lassonde
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www.greglassonde.com
- born February 7, 1951
- two daughters
- Fund-raising Counsel Registration
Number FC-1814

Education and qualifications

- St. Agnes High School, St. Paul, MN
- St. Mary's College, Winona, MN
- University of Phoenix, San Jose, CA
(BSBA, 1997)

Hobbies

- Avid reader; gardener; public radio supporter; bicycle commuter; classical music enthusiast; Cajun and Zydeco dancer; cross country skier