



Rochelle M. Jerry
Association Management

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Fundraising*Board Strategy and Business Development
Volunteer Cultivation*Governance
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Rochelle is an industry expert with over twenty years of nonprofit professional experience and working directly with a variety of Board of Directors and Committees in an assortment of roles, she has a knack for strategic foresight and communicating the fundraising journey. She is highly skilled in managing operations, and facilitating workgroup meetings.

She has worked for some of the nation's largest associations and has developed and implemented valuable strategic and fundraising techniques that have led to record-breaking numbers of volunteers participating in committees, leadership elections and cultivating critical relationships that have raised millions of dollars for nonprofits. Rochelle is a trusted resource in the association industry marked by innovation and supportive executive leadership.

Rochelle has a B.A. from DePaul University in Marketing, executive leadership & fundraising development training from Indiana University Lilly School of Philanthropy, and public relations training from Porter Novelli and Ketchum Companies. Rochelle is also active in the Association Fundraising Professionals (AFP) and serves on the Nominating, Membership IDEA, and Governance Committees; FEP Advisory Group, and the Chicago Chapter Peer Mentoring Committee.

Rochelle will soon transition out of her role at The American Society of Plastic Surgeons/The Plastic Surgery Foundation and will start her new role as Vice President, Chief Fund Development Officer for The Indiana Black Expo in February 2022 and will make the transition to Indianapolis, IN with her family. She is married to William Jerry and they have a seven-year-old daughter, Paulena.

John Walker, Rugby Illinois Past President had this to say about Rochelle's contractual work:

"I am so proud we contracted Rochelle in 2018! She created our first strategic & fundraising plan and implemented a governance volunteer committee structure. We can now complete our goals and serve our athletes. Rochelle's association background uniquely positioned her to do well in this role."