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# Matt Denner

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## WORK EXPERIENCE

### **GPS IMPACT • 04/2015 – 12/2024**

#### **Digital Fundraising Systems & Training Lead**

- Developed and executed comprehensive digital fundraising strategies for 68 clients, including Senator Bob Casey, Governor Roy Cooper, Governor Laura Kelly, Governor Josh Shapiro, Senator Debbie Stabenow, UltraViolet, and Collective PAC, resulting in significant revenue growth.
- Maintained targeting, automation, and deliverability for 151 clients, including Congresswoman Suzan DelBene, Christina Bohannon, Congresswoman Kim Schrier, and Brady PAC.
- Provided expert support for staff and clients across all CRMs and developed a user-friendly knowledge base that fostered a culture of continuous sharing and learning.
- Forged strategic partnerships with top vendors that lead to the development of new features.
- Implemented a user credential management system that improved security compliance and streamlined access for 58 users, fostering a safer digital environment.
- Lead onboarding and ongoing internal training for digital fundraising team, and firm-wide training sessions for up to 50 staff.
- Managed large-scale database and CRM migrations for clients with over 1 million records.
- Saved thousands of team hours and improved accuracy in reporting by founding and product managing a four-person team to develop new internal tools.

### **Trilogy Interactive • 03/2014 – 01/2015**

#### **Digital Strategist and Client Lead**

- Directed two associates in executing digital fundraising and acquisition strategies, raising hundreds of thousands of dollars for top-tier Senate and gubernatorial candidates in 2014 cycle.

### **Credo Mobile • 05/2013 – 01/2014**

#### **Campaign Manager**

- Wrote & edited advocacy emails for a list of over 3 million activists, with one-day turnaround & strict adherence to internal copy standards.
- Recruited and coached volunteers to launch campaigns on local, state, & national issues, attracting as many as 111,000 petition signatures within 30 days.

### **CREDO Super PAC • 04/2012 – 11/2012**

#### **Iowa New Media & GOTV Director**

- Implemented targeted outreach plan to strengthen community ties and enhance campaign credibility, leading to increased volunteer mobilization and brand awareness.
- Proactively developed and managed a district-wide get-out-the-vote plan to mobilize over 5,000 activists and unseat an incumbent member of Congress.

### **Iowa Citizens for Community Improvement • 12/2010 – 08/2011**

#### **Online Organizer**

- Established a robust digital outreach framework for a 32-year-old community organization, enhancing community engagement and mobilization efforts across multiple channels.

## ADDITIONAL WORK EXPERIENCE

**Legislative Clerk – Iowa House of Representatives** • 01/2012 – 04/2012

**Field Organizer – Iowa Democratic Party** • 07/2010 – 11/2010

**Iowa Climate Organizing Director – ISky** • 08/2009 – 12/2009

**Field Organizer – Obama for America** • 07/2008 – 12/2008

**Finance Assistant – Kurt Meyer for Congress** • 03/2008 – 06/2008

## PROFESSIONAL TRAININGS

**New Organizing Institute New Media Bootcamp** • 04/2012

**Camp Wellstone** • 12/2008

**Midwest Academy** • 06/2004

## VOLUNTEERING & LEADERSHIP

**Iowa Domestic Abuse Death Review Team Member** • 02/2019 – Present

Iowa Department of Health and Human Services

Review cases involving deaths due to domestic assault and abuse on a quarterly basis, identify risk factors and opportunities for intervention, and provide recommendations for the prevention of domestic violence.

## SKILLS

Community Organizing, Digital Marketing, Editing, Email Deliverability, Employee Training, Fundraising, Grassroots Fundraising, Grassroots Organizing, HTML, Legislative Relations, Media Relations, Newsletters, Product Management, Technical Writing, Volunteer Management

**CRMs and Tools:** ActBlue, Action Network, Aristotle, Campaign Deputy, Constant Contact, Email Octopus, EveryAction, Mailchimp, Nationbuilder, NGP Digital 8, Numero