

Lauren Cristella

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Nonprofit executive with a 15+ year career that includes driving strategy, operations, fundraising, and program management within government advocacy and education organizations. Effective communicator with extensive public speaking experience in conference presentations and media appearances. Leadership experience includes executive roles within multiple community organizations.

EXPERIENCE

Committee of Seventy

2018 - present

Committee of Seventy is a 120 year old nonpartisan nonprofit dedicated to engaging voters and holding government accountable.

President & CEO (2023 - present)

- Grew C70's revenue to a record-setting \$3m
- Double the full-time staff to reach 26 counties in PA with our civics education resources, 200+ WeVote partners and every local media outlet in Greater Philadelphia
- Named #62 on Philadelphia Magazine's list of the 150 Most Influential Philadelphians; Received the 2024 Rad Girl Nonprofit Leader of the Year Award; Received the 2024 Unsung Hero of Democracy Award from the American Bar Association
- TEDx 2024 Presenter, *From Apathy to Action: Rebuilding Trust in the Democratic Process*
- Currently serving on the Philadelphia Bar Association's Judicial Commission and appointed to another one-year term to evaluate judicial candidates in Philadelphia

COO/Interim President (2022 - 2023)

Chief Program Officer (2020 - 2022)

Chief Advancement Officer (2018 - 2020)

Earned multiple promotions as a member of the executive team with responsibility spanning public programming, voter education and engagement, fundraising, board management and development, community engagement, and management of \$2.4M annual budget.

- Spearheaded DEI efforts that resulted in founding the DEI Committee and driving diversity within the organization's board to achieve 50/50 gender representation.
- Drove efforts to recruit and train 5k+ poll workers for the Philadelphia metro area for the 2020 election. Created recruitment, training, and placement tools for use by counties across the commonwealth.
- Developed an innovative ratings scale system MODPI used to evaluate prospective board members based on mission fit, organizational stature, dollars, perspective, and impact.
- Spearheaded creation and launch of the WeVote program with 79 corporate partners that reached >500k people in the 2020 elections. Expanded program in 2022 with >120 partners reaching 750k people. Managed development of program assets and led outreach to businesses and community groups.
- Garnered unprecedented media partnerships to inform over 1m viewers and listeners across Greater Philadelphia
- Revamped Buchholz Fellows program for emerging civic leaders.
- Led fundraising strategy and execution.
 - Managed the organization's annual fundraiser that set new highs for donations in 2018 and 2022.
 - Adapted the organization's annual fundraiser to a virtual event and produced a 70 minute broadcast featuring 12 speakers, with the event receiving 3K online views and raising ~\$500k. Spearheaded live fundraiser event in 2022 that hosted 500 attendees and raised >\$500k.

- Secure over \$1m in annual corporate support
- Exceeded 2020 fundraising goal of \$2M that included a record-setting \$350K for election programming in a challenging, unprecedented environment.
- Secured \$800k grant from William Penn Foundation as the largest grant in the organization's history.
- Launched a small dollar membership program that grew to 500 members.
- Created and executed the new annual Women in Public Leadership Award and event.

Fels Institute of Government at the University of Pennsylvania

2011 - 2018

Fels Institute of Government is the university's Master of Public Administration program founded in 1937 to prepare young people for careers in the public interest.

Director, Strategic Operations (2014 - 2018)

Promoted to run the entire operations of the Institute as a report to the Executive Director, with responsibility for supervising administrative staff, graduate assistants, and multiple advisory committees.

- Created Fels Lab, a program launched in 2016 that provides students to gain real-world experience on projects that serve the needs of nonprofit organizations and government agencies.
- Achieved record-breaking major gifts from 2016 - 2018 totaling ~\$1m in student support.
- Reallocated funds to launch Public Leadership and Service Fellowship program that provided \$400k+ in internship funding.
- Developed and launched non-credit Executive Education program with on-site, online, and hybrid programs for over 200 students, alumni, and public sector employees.
- Achieved 100% internship placement and 94% employment within six months of graduation.

Director, Marketing and Strategic Initiatives (2011 - 2014)

Recruited to Fels senior management team to reinvigorate alumni engagement and giving, develop programming, and market the program to prospective applicants and employers.

- Grew the Fels Annual Fund 4x FY12 YoY and maintained significant growth in giving for FY13 and FY14, achieving 3x growth in alumni giving participation (18%).
- Expanded Penn Public Policy Challenge to a national student competition, secured \$125k in funding (10x prior sponsorship amounts), and grew the number of participating schools each year.
- Planned and executed the first successful JESIE summer program on Governance & Society in the 21st Century for 46 Chinese high school students studying at Penn in Summer 2014.
- Published, marketed and distributed the legislative memoir of Rep. Dwight Evans.
- Forged strategic partnerships with the Committee of Seventy and National Constitution Center resulting in joint public programming and sponsorship.

The National Constitution Center

2006 - 2011

The National Constitution Center is a museum and educational institution on Independence Mall that serves as America's leading platform for constitutional education and debate. (\$43m revenue)

Director, Special Projects (2010 - 2011)

Promoted to the Center's leadership team with responsibility for a project portfolio with CEO visibility.

- Developed concepts and led execution of institution-wide, national projects including the 2010 Constitution Day celebrations and the NEH-funded Civility & Democracy Symposium.
- Launched the Constitution Daily blog platform as a key piece of NCC's goal for increasing civic dialogue and awareness of the Constitution's modern relevance.
- Developed 2011-2015 Strategic Plan.

- Partnered with Development office to author grant applications resulting in \$500k+ in NEH funding.

Education Manager (2007 - 2010)

Education and Exhibitions Assistant (2006 - 2007)

Managed and expanded the Center's education programs.

- Developed Being We the People, a grant-funded high school course, physical and online exhibition, and exchange program with students in Afghanistan.
- Authored United Nations Development Programme guide to aid democratic elections in Afghanistan.

EDUCATION

MA, Ethics, Politics, and Public Policy, University of Essex - Colchester, UK (2006)

BA, Politics (Magna Cum Laude), The Catholic University of America - Washington, D.C. (2005)

Certificate in Essentials of Marketing, Executive Education at the Wharton School of Business - Philadelphia, PA (2010)

LEADERSHIP

- **Board Member & Past President**, League of Women Voters of Philadelphia (2018 - present) Elected to rebuild the Board, return the organization to firm financial footing, build membership, and fulfill the League's mission to inform and inspire voting and active citizenship.
- **At-Large Board Member**, Leading the Advocacy Committee, Past Chair Public Sector Leadership Committee of the Forum of Executive Women (2021 - present) Lead programming for the committee, co-founder of the Women in Public Office Peer Circle, and member of the Board; Member of the Search Committee for the next Forum Executive Director/CEO
- **Co-Founder/Member, Leadership Committee**, Women in Nonprofit Leadership Conference (2017 - 2020) Co-founded an annual conference that brings together 800+ women to engage in current issues facing nonprofits.

MEDIA & PRESENTATIONS

- Media appearances include television interviews across Pennsylvania (multiple appearances on WPVI/6 ABC), radio, newspaper, and international press.
- Notable presentations: Election 2020 Poll Worker Information Sessions (32 sessions, 5k+ poll workers), WeVote @Home Election Briefings (72 sessions, ~17k people), National Council for the Social Studies Annual Conference (Atlanta), and Keynote for the Department of Education Constitution Day (Washington D.C.)

COMMUNITY

Member, Impact 100 (2023)

Member/Chair (2023), St. Peter's School Auction Committee (2018 - 2022)

Volunteer, Broad Street Ministry (2017 - present) Provide on-site and fundraising support for a program for the homeless.