

COURTNEY YEAGER

Nonprofit CEO | Strategy & Execution
Systems Transformation | Revenue Growth

EXECUTIVE SUMMARY

Nonprofit CEO with 14+ years of leadership across fundraising, marketing, operations, and organizational strategy, including 7 years as President & CEO within the United Way network. Proven record of driving 35%+ revenue growth in a declining market, leading geographic expansion, and building high-performing teams and systems that translate strategy into execution. Recognized for strengthening financial performance, aligning cross-sector partners, and designing community investment strategies that deliver measurable impact.

CONTACT

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📍 Working in Maine, Ohio & Nationwide

EDUCATION

Master's in Policy, Planning & Management (Nonprofit Management)
University of Southern Maine —
Muskie School of Public Service

Bachelor of Arts, English
Colby College

SKILLS

- Organizational Strategy & Execution
- Nonprofit Leadership & Governance
- Fundraising & Revenue Growth
- Board Performance
- Geographic Expansion & Market Development
- Financial Oversight
- Cross-Sector Partnership Building
- Community Investment Strategy
- DEI Strategy & Operationalization
- Marketing & Brand Strategy
- Operational Systems & Efficiency
- Team Leadership & Culture

PROFESSIONAL EXPERIENCE

🕒 President & CEO

United Way of Kennebec Valley
Aug 2019 - Present

- Led high-performing nonprofit organization, growing annual campaign revenue 35%+ in a declining market and surpassing \$2M for the first time in organizational history.
- Led geographic expansion into Northern Kennebec County, increasing service area population from 75K to 125K and driving 40%+ revenue growth in the region within three years.
- Designed and executed multi-year strategic plans, achieving 90%+ completion of annual operational goals through systems design, accountability structures, and team alignment.
- Modernized fundraising strategy to drive growth across revenue streams, including increasing high-net-worth donors (\$10,000+) from 20 to 30, growing sponsorship and event revenue by 249%, launching and scaling a planned giving society (from 5 to 50 donors), and securing \$100k+ in donor match gifts.
- Conceptualized and launched Impact2032, a 10-year, cross-sector initiative aligning 115+ partners to drive long-term outcomes in health, education, and financial stability.
- Strengthened financial performance, improving audit outcomes and reducing uncollectible pledges by 63%.
- Provided strategic advisory support to funded partners, helping nonprofit leaders navigate fundraising challenges, refine strategic plans, and strengthen board effectiveness to improve outcomes.
- Built and led a high-performing team of 6 by fostering a culture of accountability, ownership, and results-driven execution.
- Led organizational transformation through operational innovation, including a first-of-its-kind shared services model and outsourced systems that increased efficiency and staff capacity.
- Developed and advanced organization-wide diversity, equity and inclusion strategy.
- Re-envisioned community investment strategy, achieving 100% positive volunteer experience ratings and tying funding to outcomes.

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KEY BOARD LEADERSHIP

211 Maine - Board President
2025 - Present

MaineGeneral Health - Board Member
Governance Committee,
Strategic Planning Committee
2025 - Present

United Ways of Maine - Former Board
Chair & Current Board Member
2019 - Present

Maine Philanthropy Center - Board
Member
Governance Committee
2023 - 2025

HONORS & AWARDS

- Outstanding Professional of the Year, Mid-Maine Chamber (2023)
- President's Circle Award Finalist, Kennebec Valley Chamber (2025)
- Master's Capstone Award, Muskie School of Public Service (2020)
- Young Professional Award Finalist, Kennebec Valley Chamber (2019)

EXECUTIVE EDUCATION

- Kennebec Leadership Institute 2.0, Kennebec Valley Chamber (2024)
- Nonprofit Leadership Institute for Executive Directors, Maine Association of Nonprofits (2022)

EARLIER CAREER EXPERIENCE: A SUMMARY

○ **Director of Resource Development & Marketing**
United Way of Kennebec Valley
Oct 2016 - Aug 2019

- Directed fundraising strategy and volunteer leadership for a \$1.75M annual campaign, driving 19% revenue growth over three years.
- Designed and launched key fundraising initiatives to sustain growth, including a 35-member Campaign Cabinet and 7 subcommittees, a Cornerstone Partner program for top corporate donors, a 50-member Emerging Leaders Society, a Small Business Circle generating \$40K+, a planned giving Legacy Society, and a retiree giving program.
- Led and designed all marketing and communications, including campaign branding, messaging, print materials, and digital strategy.

○ **Public Relations & Fundraising Manager**
Crisis & Counseling Centers
Jul 2015 - Oct 2016

- Led public relations and fundraising efforts, securing media placements and strengthening community visibility and trust.
- Conceptualized and executed fundraising campaigns and new events, generating \$33K+ annually and attracting 225+ participants.
- Developed and implemented a communications strategy, establishing brand standards, setting performance targets, and managing budget.

○ **Public Relations & Marketing Coordinator**
Crisis & Counseling Centers
Dec 2013 - Jul 2015

- Led marketing, communications, and events including 5K race and gala.
- Launched and managed the organization's first social media presence (Facebook, Twitter, LinkedIn), expanding community reach and engagement.

○ **Writer & Content Manager**
Maine Department of Education
May 2012 - Nov 2013

- Managed statewide communications, website redesign, and legislative reporting.