

COURTNEY YEAGER

Nonprofit Strategy Consultant | Former CEO |
Strategy & Execution | Organizational Transformation

EXECUTIVE SUMMARY

Nonprofit strategy consultant and former 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. Brings deep experience helping nonprofit organizations strengthen strategy, performance, financial sustainability, and community impact.

CONTACT

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✉ courtney@yeagerstrategy.com
🔗 [LinkedIn](#)
📍 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

○ Founder & Principal Consultant

Yeager Strategy
Aug 2026 - Present

- Partner with nonprofit leaders and boards on strategic planning, organizational strategy, governance, and organizational performance.
- Facilitate strategy processes that translate big-picture goals into clear priorities, actionable plans, and systems for execution.

○ President & CEO

United Way of Kennebec Valley
Aug 2019 - Aug 2026

- Led a high-performing nonprofit organization through strategic growth and organizational transformation, increasing annual campaign revenue 35%+ in a declining market.
- Directed strategic combination/merger, increasing service area population from 75K to 125K and driving 40%+ revenue growth in the new region within three years.
- Designed and executed multi-year strategic plans, achieving 90%+ completion of annual operational goals through clear priorities, accountability systems, and team alignment.
- Provided strategic advisory support to nonprofit partners, helping leaders navigate fundraising challenges, refine strategic plans, and strengthen board effectiveness.
- Led organizational transformation through operational innovation, including a first-of-its-kind shared services model and outsourced systems that increased efficiency and staff capacity.
- Modernized revenue strategy across multiple revenue streams, increasing \$10K+ donors from 20 to 30, growing sponsorship and event revenue 249%, and scaling planned giving from 5 to 50 donors.
- Conceptualized and launched Impact2032, a 10-year, cross-sector initiative aligning 115+ partners around long-term outcomes in health, education, and financial stability.

COURTNEY YEAGER

Nonprofit CEO | Strategy & Execution
Systems Transformation | Revenue Growth

KEY BOARD LEADERSHIP

211 Maine - Former Board President
2019 - 2026

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

United Ways of Maine - Former Board
Chair
2019 - 2026

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.