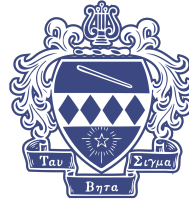


# Justin Brady



657 10th Ave. Apt. 20  
New York, NY 10036  
(618) 210-2201  
[jbrady@tbsigma.org](mailto:jbrady@tbsigma.org)

## TAU BETA SIGMA BOARD OF TRUSTEES – LETTER OF INTENT

Dear Sisters of Tau Beta Sigma,

**I believe that by serving on the Board of Trustees, I can make a meaningful contribution to ensure more generations of students benefit from Tau Beta Sigma.**

As a college student, Tau Beta Sigma provided me with a strong foundation to develop leadership skills and a commitment to service. This experience has guided my career and led to professional success, including fundraising for the Clinton Foundation and now the New Victory Theater, a theater for young audiences in New York City.

In my current role as Chair of the Tau Beta Sigma Alumni Association, I have had the opportunity to establish relationships with alumni throughout the country, identify ways to keep alumni involved, and provide leadership to ensure TBSAA maintains a professional approach. In addition, I attend all National Council meetings and regularly meet with the National Council President, Board of Trustees Chair, and National Headquarters Executive Director.

**Through this opportunity, I have developed a deeper understanding of the current opportunities and challenges facing the sorority. In particular, I believe my professional and sorority experience will benefit the organization in two key areas:**

- **Fundraising:** An important role of the board is to ensure financial stability of the organization and maintain the resources needed to support the active membership and national programs including the National Intercollegiate Band and Women in Music. I have worked closely with the board fundraising committees over the past two biennium and can help build off the success they have seen in recent years.
- **Leadership development:** As a mostly volunteer organization, a key to the long-term success is continued engagement of alumni to build a pipeline of leadership that will serve across the many branches of Tau Beta Sigma. I think the board can play a key role in this by working alongside the Tau Beta Sigma Alumni Association to identify, cultivate, and encourage alumni to step into leadership positions.

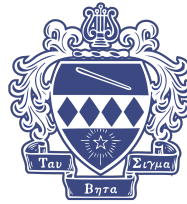
Most of all, if selected to serve in this position, I look forward to helping more college students have the same amazing opportunities to serve the bands and grow as leaders for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Justin Brady', written in a cursive style.

Justin Brady

# Justin Brady



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jbrady@tbsigma.org

## PROFESSIONAL EXPERIENCE

### New Victory Theatre / New 42<sup>nd</sup> St

— *Manager, Annual Fund & Events*

#### APRIL 2017 - PRESENT

- **Arts Fundraising:** Lead the strategy and solicitation of our Give a Kid a Seat grassroots donor program (up to \$1000). This program makes theatre accessible for over 40,000 students throughout New York.
- **Events:** Assist with the planning and implementation of donor events focused on cultivation and stewardship of donors. Primarily focused on major donors.

### Clinton Foundation

— *Development Officer, Digital & Direct Mail*

#### 2014 - 2017

- **Strategic thinking:** Lead the online and direct mail strategy to reach a \$1.6 million annual fundraising revenue goal with a focus on engaging and cultivating grassroots donors.
- **Collaboration:** Work closely across departments with digital, marketing, and communications staff members to strategically leverage campaigns utilizing email, social media, video, blogs, and interactive web experiences.
- **Data-driven decision-making:** Monitored real-time results to optimize campaigns and keep senior leadership informed. Provided in-depth quarterly reports to do a deep-dive analysis on what was working and identify improvement areas.

### Achieve Guidance

— *Creative Strategist*

#### 2010 - 2013

- **Innovative campaigns:** Created innovative online fundraising and marketing campaigns for over 20 nonprofits to help increase annual campaign giving. Clients included: Action For Healthy Kids, Heartland Film Festival, National Stroke Association, FFA, and Little Red Door Cancer Agency.
- **Millennial research:** Led development of the annual Millennial Impact Report on what motivates Millennials to volunteer, lead and donate. Including development of survey research, focus groups, and online user testing. Assisted with annual Millennial Impact Conference (MCON) overseeing marketing and other conference logistics.

## EDUCATION

### Indiana University

Masters of Public Affairs, 2010

### Butler University

Media Arts, 2007

## SKILLS

Email marketing & social media

Project management

Copywriting & Graphic design

Data analysis

Event Planning

Volunteer Coordination

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## TAU BETA SIGMA RESUME

### NATIONAL LEADERSHIP EXPERIENCE

#### Tau Beta Sigma Alumni Association

##### Executive Council, 2013-2017

- *Chair, 2015-2017*
- *Vice-Chair and Membership Chair, 2013-2015*

##### During this time I led the TBAA Executive Council to:

- Increase membership revenue by implementing online membership and tiered membership structure.
- Strengthen opportunities for alumni participation at the district level.
- Establish a grant program as annual program for members to receive funds for service projects.
- Develop the virtual For Greater Bands 5K fundraiser with national participation.
- Plan robust alumni programming at National Conventions in 2015 and 2017.

##### I actively worked with the National Council and Board of Trustees including:

- Participated on all monthly National Council meetings to provide leadership on alumni issues.
- Worked with the Board of Trustees CDP committee to develop fundraising campaigns focused on supporting the Wava Memorial Garden and National Intercollegiate Band.

##### As a member of the Executive Council, I attended District Conventions annually to lead workshops, encourage alumni involvement, and advise committees.

- Conventions attended: NCD, NED, SED, WD

### CHAPTER

#### Epsilon

Butler University, 2003-2007  
Life Member, 2007

- *President, 2005-2006*
- *Social Chair, 2004*

### DISTRICT

#### North Central District

- *President, 2006-2007*
- *VPSP, 2005-2006*

### RECOGNITION

- *Baton Award - 2007*





April 28, 2017

Sisters,

It is with great honor that I am writing to you to recommend Justin Brady for the Tau Beta Sigma Board of Trustees.

I first met Justin four years ago when I was appointed to the Kappa Kappa Psi Alumni Association Board of Directors. During that time, I have had the opportunity to get to know him and see firsthand the passion that he has for the organization and the people in it. His fair and patient approach to the issues of our joint alumni associations have shown me an excellent example of what a leader should embody. I have enjoyed working with him and learning from him.

As the leader of the TBSAA, Justin has driven the desire to encourage alumni engagement on the district and national levels. He has assisted in the development of the For Greater Bands 5k virtual fundraiser which has brought members from across the country together for Tau Beta Sigma. In dealing with the joint alumni associations, I have been able to observe his cautious and optimistic approach in handling the murky waters of two organizations trying to function together. He is a calm voice in disgruntled conversations, and he is always willing to listen to both sides. His diverse background in marketing and fundraising has helped further develop his skills in being an effective leader that observes and engages with the individuals around him. He genuinely cares about every person he encounters.

Justin is an excellent example of what Tau Beta Sigma represents: leadership, educational development, musical appreciation and community involvement. He diligently works for the best interest of the sorority and for the members he has represented. He speaks true to the values of the organization and is a wonderful engaging person. Tau Beta Sigma's Board of Trustees would favor greatly from Justin. He will bring a bevy of skills to the board, but his recent time dedicated to the alumni association board will benefit him greatly. He has the insight to reach our Sisters that have not recently been engaged in the sorority and to bring them back into the fold. He has proven this with the campaigns he has led in the past in his professional field. He is an exceptional person and I am happy to recommend him.

Please dutifully consider my recommendation of Justin Brady to the Tau Beta Sigma Board of Trustees.

Respectfully submitted,

Jennifer Pitts Taylor  
Vice Chair, Board of Directors  
Kappa Kappa Psi Alumni Association  
pittstaylor@gmail.com



April 29, 2017

Greetings Sisters of Tau Beta Sigma,

I am honored to share with you why Justin Brady embodies the values of Tau Beta Sigma and why he would bring valuable qualities to the Tau Beta Sigma Board of Trustees.

I first met Justin in college at Butler University. His energy and excitement for the bands was contagious. From bake sales to selling program books for BOA, Justin has never hesitated to lead. From his sophomore to senior year, he held many positions including that of President, and helped run a successful bid for NCD convention host. Even after his undergrad career had ended, he remained a welcoming resource for the chapter. Upon recently going to an Epsilon induction, current members still know his name and legacy for our chapter. His commitment to TBΣ has gone past just his four years at Butler.

Justin also has an eagerness to learn which drives him to always improve upon what has been done. After Butler, he went on to get his Masters Degree in Nonprofit Management. I have had the opportunity to not only serve as an officer under his leadership, but also work with him at my current place of employment, an international non-profit organization. I am impressed with his ability to manage multiple projects at a time and his motivation to meet established deadlines. What makes Justin stand out is his willingness to provide valuable insight when working on a project. He is always looking to learn and share his findings for the betterment of the organization.

He can bring the knowledge that he has learned from serving on the Tau Beta Sigma Alumni Association Executive Council for the past four years. Justin not only has an appreciation for music but also for the mission of TBΣ to provide exceptional service to collegiate bands. He has traveled around the country to stay immersed in the pulse of the current collegiate landscape while also looking to enhance the alumni experience.

If you are looking for someone who is dedicated to music and the community it unites, elect Justin. He would not only serve as a valuable resource but also as a friend who would actively engage the community through music.

ITB,  
Emily Kusz (Reeser)

Life member since 2008



April 28, 2017

Dr. Kathryn Kelly  
National President  
Tau Beta Sigma

Dear Dr. Kelly:

It is my distinct honor to recommend Justin Brady for the Tau Beta Sigma Board of Trustees. In the time that I have known Justin, I have developed great respect for his integrity and ambition. Justin possesses highly effective communication skills as well as the professional abilities necessary to serve the Board of Trustees and the Sorority well.

I had the pleasure of serving as an officer of the North Central District with Justin in 2005-2006. During my term as North Central District president, Justin served as vice president for special programs and later succeeded me as president in the 2006-2007 term. During our time as student leaders, Justin demonstrated his ability to lead and inspire others through his dedication to Tau Beta Sigma and the students we served.

Justin has continued his service to the Sorority as Chair of the Tau Beta Sigma Alumni Association (TBSAA) Executive Council. In his role within TBSAA, Justin worked to engage with alumni throughout the country. With his direction, the TBSAA enhanced initiatives and programs designed to support alumni as well as active chapters. His expertise in outreach coupled with his background in fundraising and nonprofit management will certainly be an invaluable benefit to the Sorority.

I admire Justin for his unyielding commitment to Tau Beta Sigma and efforts to provide rewarding experiences for all members of the Sorority. He has used his leadership opportunities at every level to advance the mission of the Sorority and ensure the longevity of programs for years to come.

I am confident that Justin would be an exceptional asset to the Tau Beta Sigma Board of Trustees. Please do not hesitate to contact me via phone at 740-701-3942, or via email at [tdgraves@langston.edu](mailto:tdgraves@langston.edu), should you wish to discuss my assessment of Justin's qualifications further.

In the bond,



Theresa Graves  
Chief of Staff

Tau Beta Sigma Life Member #2638

**FIND THE LION IN YOU**