

# Application Form

## Profile

Melissa \_\_\_\_\_ A \_\_\_\_\_ Winstead \_\_\_\_\_  
First Name Middle Initial Last Name

532 SE Cliff Road \_\_\_\_\_  
Home Address

Port St. Lucie \_\_\_\_\_ FL \_\_\_\_\_ 34984 \_\_\_\_\_  
City State Postal Code

melissa@stluciehabitat.org \_\_\_\_\_  
Email Address

### What district do you live in? <http://www.cityofpsl.com/districts> \*

District 4

Mobile: (772) 359-2929 \_\_\_\_\_ Business: (772) 464-1117 \_\_\_\_\_  
Primary Phone Alternate Phone

### Retired?

Yes  No

St. Lucie Habitat for Humanity \_\_\_\_\_ Development Director \_\_\_\_\_ Nonprofit - affordable housing developer \_\_\_\_\_  
Employer Job Title Occupation

### Which Boards would you like to apply for?

Affordable Housing Advisory Committee: For Review

### Were you nominated or recommended to apply by the Mayor or a Councilmember?

Yes  No

### Please Agree with the Following Statement

I have read and guarantee that I meet all the requirements for board service.

I Agree

## Interests & Experiences

### Why are you interested in serving on a board or committee?

---

I believe everyone should have a decent place to live, and unfortunately, we don't have enough affordable housing to meet the demand in Port St. Lucie. I would like to be part of the solution. Affordable housing means not paying more than 30% of one's household income on housing, but for a large proportion of PSL residents, that isn't possible because of the shortage of lower priced units.

### Why do you think you are qualified to serve on this board or committee?

---

I have worked at Habitat for Humanity for almost 4 years and I have developed an understanding of the complexities involved in creating affordable housing. I have lived in PSL since 2001 and I am extremely invested in my community and would like to give back by serving in this capacity.

### Brief description of Education & Experience

---

I have a BS in Human Services Management, over 10 years of nonprofit management experience, and just recently earned the CFRE credential.

[Melissa Winstead Resume.doc](#)

Upload a Resume

---

## Demographics

### Ethnicity

---

Caucasian/Non-Hispanic

### Gender

---

Female

08/18/64

Date of Birth

**Do you now serve on any City Board, Committee or other Governmental Board or Committee? (NOTE: You cannot serve on more than one Board or Committee within the City of Port St. Lucie during the same time period.)**

---

Yes  No

### Are you a registered voter?

---

Yes  No

### How long have you been a City resident?

---

20 years

### Have you attended the City University classes?

---

Yes  No

**Are you a United States Citizen?**

---

Yes  No

**Are you presently employed by the City of Port St. Lucie?**

---

Yes  No

**Are you a current or former law enforcement officer, other employee\* or the spouse or child of one who is exempt from public records disclosure under FS 119.07?**

---

Yes  No

**Have you ever been convicted of a crime, pled guilty or no contest to a criminal charge, or entered into an agreement setting forth the terms leading to the reduction or dismissal of the charges?**

---

Yes  No

**Please Agree with the Following Statement**

---

**I agree that all of my answers are truthful and accurate to the best of my ability. I understand that if I have falsified any information my application will be withdrawn and I will not be considered for appointment.**

---

I Agree

# **Melissa Winstead**

532 SE Cliff Road, Port St. Lucie, Florida 34984  
Telephone: 772-359-2929 ● Email: [winmel44@gmail.com](mailto:winmel44@gmail.com)

---

## **Nonprofit Professional**

*Fundraising/Special Events/Coalition-Building/Marketing & Communication/Volunteer Management/Strategic Process Improvement*

Development Professional with more than 10 years of nonprofit and management experience. Proven success with fundraising, community relationship building, communication and marketing. Improved donor relations and giving capacity for St. Lucie Habitat for Humanity, Volunteers in Medicine Clinic, March of Dimes, Orange County Regional History Center, Kids House, SafeHouse of Seminole, and Heart of Florida United Way.

### **Summary of Accomplishments:**

- Fund Development - Through strong relationship building with major sponsors and community partners, brought in over 5 Million dollars in funding, products, and services in the form of cash donations, and in-kind support.
  - Community Engagement - Increased community involvement, sponsorship, and support through; speaking at community events, club meetings, networking events, business meetings; and by providing weekly organizational tours and on-site community volunteering opportunities.
  - Data Management/Marketing & Communication – Managed relationship software, assisted with constituent data conversion, managed all marketing mediums including website, newsletters and social media.
  - Project Management - Managed major renovation projects transforming 2 underutilized building sites. One project is now Seminole County's court appointed visitation center (a revenue generating organizational asset), and the other is a transitional home for survivors of domestic violence.
  - Volunteer Management - Trained and supervised 500+ volunteers in community initiatives, fundraising events, days of caring, corporate projects and beneficiary events.
- 

## **PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS**

### **St. Lucie Habitat for Humanity**

#### **Development Director**

*Affordable Housing Provider*

- Secured \$1.4 million in grant funding enabling development of critical repair program.
- Identify, solicit, and secure public/private foundation, and state grants.
- Increased board, individual, and corporate giving and improved gift processing.
- Work internally to develop a cooperative team atmosphere with all staff.
- Develop all marketing materials and messaging.
- Wrote two winning nominations for AFP Philanthropy Day awards.
- Manage the work efforts of team members and responsible for hiring, performance appraisals, and reviews.
- Develop relationships with local municipalities to further the work of Habitat.
- Creates processes, procedures, and forms necessary for work completion, efficient workflow, and service delivery.
- Develop and execute development and marketing strategies in line with the highest and best use positioning for Habitat affiliate and ReStore.
- Oversee the management of outsourced marketing efforts – including e-newsletters, and social media platforms.
- Oversaw website rebuild.
- Manage all fundraising events and the development of new fundraising initiatives.
- Provide leadership and initiative to Board and Staff regarding fundraising by fostering an environment in support of development efforts.

### **Volunteers in Medicine Clinic, Stuart, Florida**

*Nonprofit Medical Clinic*

#### **Philanthropy Assistant**

- Manage and organize VIM Clinic's 2 annual fundraising events; VIM Gala and RFN Golf Tournament – each exceeding fundraising goals.
- Wrote nomination for the winning, local AFP volunteer of the year award.

# **Melissa Winstead**

532 SE Cliff Road, Port St. Lucie, Florida 34984

Telephone: 772-359-2929 ● Email: [winmel44@gmail.com](mailto:winmel44@gmail.com)

- Developed a peer to peer social media campaign raising significant funds and community awareness.
- Overhauled CRM database, providing improved reporting efficiency and output.
- Developed moves management system for donors - increasing number of major donors.
- Manage all aspects of Clinic's development department.

## **March of Dimes, Central Florida Division**

*National Nonprofit for Research*

### **Retail Community Director**

- Raised nearly half a million dollars supporting National Retail Partners (Publix, Macy's, K-Mart, Famous Footwear, and others) during the March for Babies season through strategic fundraising planning and assistance.
- Provided training and presentations to high level retail partners and store location employees.
- Managed store locations determined fundraising goals and provided administrative, operational, and technical support to March of Dimes partners. \_\_\_\_\_

## **Orange County Regional History Center, Orlando, Florida**

*Regional Museum of History*

### **Development Coordinator/Membership Manager**

- Increased annual silent auction revenue over 50% from previous year by implementing strategic pricing and bidding structure and assisted in achieving a 38% increase in annual gala revenue.
- Developed strategic membership program and gift processing procedures to complement new database.
- Managed all department roles and responsibilities in absence of development director including board meetings, stewarding high level volunteers, and budget development.
- Interviewed, trained and supervised development department staff, interns, and volunteers (8 total).

## **Kids House, Sanford, Florida**

*Children's Advocacy Center*

### **Development Coordinator**

- Stepped in & managed 11th annual golf tournament 7 weeks prior to event date and successfully reversed the projected outcome from a \$7K loss to a \$22K gain for Kids House.
- Led 5th annual 5K fundraising committee's efforts, cut expenses by 75% and created a profitable event for the first time in 5 years.
- Assumed responsibility of entire development department for five months during the absence of a development director and successfully transitioned department from a state of chaos to a state of organized efficiency.
- Increased stewardship to constituents by 60% through direct mail campaigns, newsletters, social media, and website. Solicited cash donations, sponsorships, and in-kind support totaling over \$40K toward holiday programs - thereby serving 200+ local families.
- Engaged and stewarded two popular, local television news anchors to participate in Kids House signature fundraising events to raise awareness of Kids House through their celebrity status.

## **SafeHouse of Seminole, Seminole County, Florida**

*Domestic Violence Shelter*

### **Community Relations Manager**

- Successfully engaged foundation, nonprofit, corporate and media leadership to support and promote community engagement.
- Managed and implemented community outreach programs, media relations around community involvement and giving, and community/corporate volunteer initiatives.
- Served as spokesperson for SafeHouse and represented SafeHouse with local corporate sponsors and the media. Provided successful public relations, ensuring the long-term success of SafeHouse.
- Managed community contributions, gifts-in-kind, cash, and employee giving campaigns, ensured website wish list updated regularly, and created and edited e-newsletters.
- Researched new grant opportunities, compiled data, prepared and processed letters and correspondence, presentation materials, and funding proposals.
- Served as agency contact and representative for community events and liaison for beneficiary events.

## **Melissa Winstead**

532 SE Cliff Road, Port St. Lucie, Florida 34984

Telephone: 772-359-2929 ● Email: [winmel44@gmail.com](mailto:winmel44@gmail.com)

- Organized and managed special projects (renovation of SafeHouse Y.A.N.A. Project, and SafeHouse Rotary-Harrington transition house) which brought in an estimated \$33K support from community sponsors – including AAA, ColorWheel Paint, The Home Depot, and High Security Alarms.
- Managed organizational days of caring for: Church of Jesus Christ of Latter-day Saints, Progress Energy (twice), Heart of Florida United Way (twice), AAA, ColorWheel Paint, and The Home Depot.

### **Professional Affiliations**

President Elect, Board of Directors, Association of Fundraising Professionals Treasure Coast Chapter  
Secretary, Board of Directors, Port St. Lucie Business Women