

DUSTY JOY DONALDSON

---

EXPERIENCE

DUSTY JOY FOUNDATION 2010-PRESENT

*Founder & Executive Director*

Create programs to promote lung cancer education and early detection. Promote lung cancer screening and radon awareness. Increase compassion for people suffering with lung cancer. Non-profit public interest organization received 501(c)(3) status in 2010.

[www.DustyJoy.org](http://www.DustyJoy.org)

WAKE FOREST UNIVERSITY BAPTIST MEDICAL CENTER 2009

*Director of Donor Relations*

Managed donor relation activities to strengthen relationships between major donors and Medical Center, including Wake Forest University hospital and medical school.

- Managed stewardship communications with donors to inform them about the effects of their philanthropy, responded to their inquiries, and educated them about specific areas of interest at the School of Medicine.
- Met with faculty researchers to gather information to create reports for major donors.
- Translated complex academic medical research into compelling, comprehensible reports and letters to major donors.
- Helped oversee donor funds for scholarships, endowed chairs and medical research.
- Managed and executed production and distribution of annual stewardship reports.
- Supervised stewardship coordinators and reviewed their research reports.
- Created fund agreements governing the terms of endowed funds for donor and CEO signatures.
- Combined proven methods with new creative new ideas to develop stewardship best practices.
- Oversaw production of gift acknowledgement letters to donors.
- Interviewed, hired, trained, supervised and monitored stewardship coordinators.

WAKE FOREST UNIVERSITY BABCOCK GRADUATE SCHOOL OF MANAGEMENT 2002 – 2008

*Associate Director*

Secured media coverage of newsworthy academic research, events and activities involving the school's institutions, deans, faculty, alumni, student leaders and senior staff.

- Converted academic complex research topics into compelling story ideas.
- Pitched story ideas to journalists resulting in articles in the *Washington Post*, *New York Times*, *Wall Street Journal*, *Barron's*, *Attaché* and several other publications.
- Cultivated relationships with editors and provided faculty business-expert sources.
- Incorporated advanced use of technology in media relations program through online media database, experts guide for journalists and electronic distribution of communications.
- Coached and provided instrumental public relations support to start-ups at the Babcock Demon Incubator and members of Babcock Family Business Center resulting in targeted media hits.
- Wrote and edited content for alumni magazine, web site and advertising.

WOMBLE CARLYLE SANDRIDGE & RICE, PLLC 1996 - 2002

*Communications Manager (1999-2002) Communications Specialist (1996-1999)*

Wide-ranging responsibilities as national business law firm was named nation's fastest-growing. Firm entered new markets across Southeast through mergers and acquisitions. Primary duties were media relations, web master and desktop publishing.

- Created and implemented firm's first comprehensive strategic media plan.
- Delivered significant, measurable media and web results.
- Coordinated statewide press conferences.
- Developed easy-to-understand articles from verbose legal documents.
- Coached senior management and attorneys in preparation for media interviews.
- Supervised teams of outside web vendors during three generations of web site.
- Collaborated on multifaceted media campaign for firm's technology spin-off Firm Logic.
- Incorporated cutting-edge technology and processes on firm web site.
- Wrote articles for website and managed day-to-day web content and news section of intranet.

TRIAD WOMAN, Winston-Salem, NC 1995 - 1996

*Editor*

HIGH POINT ENTERPRISE, High Point, NC 1994 - 1996

*Assistant News Editor*

DAILY NEWS LEADER, Staunton, VA 1988 - 1994

*Spotlight Editor/Features Writer/Beat Reporter*

#### **AWARDS AND HONORS**

Patient Advocate of the Year, Cancer Services; Journalism awards from Virginia Press Association (lifestyle writing, investigative reporting and combination story/photos, excellence in page design, special section design and lifestyle pages); First recipient of United States Department of Agriculture's Exemplary Conservation Journalism Award. Also communications award for superior soil and water conservation journalism; Mid-Eastern Association of Educational Opportunity Mid-Atlantic Achiever of the Year.

#### **EDUCATION**

Duke University "Nonprofit Management Certificate" (expected completion 2011)

MA, Journalism, Regent University, Beazley Scholar (full merit scholarship)(1998)

BA, Journalism, cum laude, Norfolk State University (1985)

#### **OTHER**

Lung Cancer Alliance Fourth Annual Capitol Forum: Lung Cancer Advocacy Training (2011)

BlueCross BlueShield of North Carolina Foundation "Healthy Community Institute" (2010)

North Carolina Center for Nonprofits Conference & Public Policy Forum (2010)

Lung Cancer Alliance: Kaleidoscope and Lung Cancer Advocacy Training (2009)

American Cancer Society Cancer Action Network: Leadership Summit and Lobby Day (2009)

National Lung Cancer Partnership Summit: Alumni Presenter How to Engage the Media (2009)

National Lung Cancer Partnership Advocacy Summit: Acquiring Tools, Effecting Change (2008)

Accredited in Public Relations (2006)

Subcommittee on Interior, Environment, and Related Agencies

**Witness Disclosure Form**

**Clause 2(g) of rule XI of the Rules of the House of Representatives requires non-governmental witnesses to disclose to the Committee the following information. A non-governmental witness is any witness appearing on behalf of himself/herself or on behalf of an organization other than a federal agency, or a state, local or tribal government.**

Your Name, Business Address, and Telephone Number:

**Dusty Joy Donaldson**

**803 Old Winston Road**

**High Point, NC 27265**

**36.302.7714 cell**

**36.885.5577 phone**

1. Are you appearing on behalf of yourself or a non-governmental organization? Please list organization(s) you are representing.

**I am testifying on behalf of myself, as well as the Dusty Joy Foundation, a 501c3 organization I founded in 2010 that has a mission to promote lung cancer education, early detection and compassion for those impacted by this disease.**

2. Have you or any organization you are representing received any Federal grants or contracts (including any subgrants or subcontracts) since October 1, 2008?

**No, the Dusty Joy Foundation has not received any federal grants or contracts.**

3. If your response to question #2 is "Yes", please list the amount and source (by agency and program) of each grant or contract, and indicate whether the recipient of such grant or contract was you or the organization(s) you are representing.

Signature:



Date:

3/7/2012