

Zachary Rus, *Vice President*



Zach Rus' decade-long career in fundraising and constituent engagement includes donor engagement strategy, board recruitment and development, campaign planning, annual giving planning and execution, donor segmentation, and volunteer leadership development. His commitment to achieving goals through intentional relationship-building is what defines his work style.

Prior to joining Ter Molen Watkins & Brandt, Zach served the University of Chicago during the announcement of the University's \$4.5B capital campaign—which included the charge to increase alumni engagement by 50%. Zach was responsible for donor and alumni relations in Chicago and Midwest. He was personally responsible for increasing the U of Chicago Chicagoland alumni board of directors from 12 to 25 members. The growth in volunteer recruitment led to a three-fold increase in event engagement.

During his career, he has managed individual giving and alumni engagement programs for the Illinois Institute of Technology and led leadership development programs for his Evanston-based fraternity. As a fundraising consultant for Pennington & Company, Zach served several fraternity and sorority clients on feasibility studies and capital campaigns for projects ranging from \$500,000 to \$3.5 million.

Zach has a Bachelor of Arts in Corporate Communication from Simpson College in Indianola, Iowa. He is currently serving as the chair for Simpson's 10th reunion, which has already seen a dramatic increase in class gift participation. He is a graduate of the Development Leadership Consortium fellows program and served on AFP Chicago's education council.

Zach is based in Des Moines, Iowa and will represent Ter Molen Watkins & Brandt throughout the Midwest.