



Colleen Martinson

Colleen is a seasoned nonprofit executive with decades of progressive experience mobilizing community support, strengthening organizations, and leading high-performing teams. A strategic, proven leader, she has partnered with CEOs, Executive Directors, and boards to shape vision, build organizational capacity, and deliver sustainable revenue strategies. Her expertise spans comprehensive fundraising strategies, organizational leadership, and talent development.

Professional History

Valtas Group	Consultant	2026 – Present
Ballard Food Bank	Vice President Development & Communications	2019 – 2026
Planned Parenthood Great Northwest, Hawai'i, Alaska, Indiana, Kentucky	Major Gifts Officer	2017 – 2019
Wellspring Family Services	Individual Giving Director	2016 – 2017
Treehouse	Relationship Development Officer – Major Gifts	2014 – 2016
Pro-Choice Washington	Development Manager	2013 – 2014
Bloodworks Northwest	Volunteer Coordinator	2005 – 2013
Washington United for Marriage Campaign	Statewide Volunteer & Community Outreach Coordinator	2012
York School of English – Krakow, Poland	Teacher of English as a foreign language	2004 – 2005
Girl Scouts of Western Washington	Manager of Teen Programs	2001 – 2004
School Districts in Minnesota & Washington	High School English teacher	1996 – 2000

Accomplishments

- Increased annual operations fundraising income from \$1.25M-\$8M+
- Successfully managed and closed a transformational \$13.9M capital campaign
- Consistently exceeded annual fundraising goals by executing diversified revenue strategies across individual giving, grants, events, and corporate giving
- Created a highly successful monthly giving program that resulted in a 90% retention rate
- Built strong fundraising and communications teams resulting in internal promotions and high staff retention by creating a culture of clear communication and accountability
- Broadened community awareness and participation through a comprehensive rebrand and integrated communications strategy
- Increased board engagement in fundraising through coaching and advising on current trends in philanthropic giving
- Led dynamic workshops for fundraising professionals on topics such as accountability metrics and leadership at every level

Licenses / Education

- Certificate in Fundraising Management, University of Washington
- Association of Fundraising Professionals (AFP/Advancement Northwest)
- Postbaccalaureate Teaching Certificate, University of Minnesota – Twin Cities
- B.A. in English, University of Minnesota – Twin Cities

Board / Volunteer Experience

- Recurring volunteer with Common Power and Field Team 6 working to get out the vote
- Board of Directors and Fundraising Event Chair, Elizabeth Gregory Home, 2015-2017