

## **Jeff Spitko**

**Jeff Spitko** is the Senior Director of Integrated Fundraising for San Diego Foundation (one of the country's largest community foundations). In his role, Jeff leads the development of innovative, multichannel fundraising strategies to acquire, steward, and retain donors. Through traditional and digital channels, he focuses on creating strategically coordinated donor journeys that drive fundraising across one-time, monthly, annual, and mid-level giving to support San Diego Foundation's operations and impact.

Prior to joining San Diego Foundation, Jeff was the Director of Membership & Audience Management for San Diego Zoo Wildlife Alliance. In his role, he led the acquisition, retention, and cultivation strategies for the organization's mass market donors, monthly giving sustainers, VIPs, and membership base of approximately 400,000 individuals. During Jeff's 11 years with the organization, the annual revenue for these direct response programs more than doubled from \$26MM to over \$57MM.

Spitko also previously served as the Chief Marketing Officer at the LGBTQ Victory Fund & Institute, he spearheaded digital marketing strategies in several leadership roles with Vanguard, and performed as a brand spokesperson on QVC for numerous multimillion-dollar electronics corporations including Hewlett-Packard, Lexmark, Panasonic, Casio, GE, Pentax, and Fuji.

A native of Philadelphia, Pennsylvania, Jeff received his bachelor's degree in communications from York College of Pennsylvania.