



# CITY CLERK'S OFFICE

110 N 1st Street, Indianola, IA 50125-0299 • www.indianolaiowa.gov

515-961-9410 phone • 515.961.9402 fax

## MAYOR POSITION EXPRESSION OF INTEREST

### PERSONAL INFORMATION

NAME:	Pamela K. Pepper	TODAY'S DATE:	10-12-2020		
STREET ADDRESS:	308 N 16th Street				
CITY:	Indianola	STATE:	IA	ZIP:	50125
EMAIL:	Timpampepper@aol.com				
HOME PHONE:	515-962-1294	CELL PHONE:	515-422-0645	WORK PHONE:	515-271-4558
OCCUPATION:	Fundraiser	YEARS RESIDED IN INDIANOLA:	23		
HAVE YOU PREVIOUSLY SERVED AS AN ELECTED OFFICIAL, HERE OR ELSEWHERE?					<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
OFFICE:	City Council Member, At-Large			YEARS SERVED:	7

Please provide an essay of no more than 500 words indicating:

- Why you desire to be Mayor of Indianola;
- Why you believe you are qualified for this position; and
- How you will contribute to keep Indianola moving forward in a positive way.

Please also attach a resume or bio that includes a listing of work experience and civic involvement.

Completed applications, with all required attachments, must be received by **5:00 p.m. on Wednesday, October 21, 2020**. All materials must be submitted to:

City Clerk's Office  
110 N. 1st Street  
Indianola, IA 50125

Or

CityClerk@indianolaiowa.gov

*Applicants will be asked to make a presentation of 5 minutes or less during the City Council meeting at 6:00 p.m. on October 29, 2020.*

### Applicant's Statement

I certify that I am legally eligible for appointment to the office for which I am applying, including residency requirements. I agree, if appointed, to fairly and impartially, to the best of my ability, discharge all the duties of the office as required by law.

*Pamela K. Pepper*

SIGNATURE

10/12/2020

DATE

**Pamela K. Pepper**  
**Mayor Position Expression of Interest Essay**  
**October 2020**

Please provide an essay of no more than 500 words indicating:

- Why you desire to be Mayor of Indianola;
- Why you believe you are qualified for this position; and
- How you will contribute to keep Indianola moving forward in a positive way.

I am interested in being the Mayor of Indianola because, quite simply, I believe in this town. I believe in the citizens, the staff and the Council. Sometimes it isn't easy making decisions that can have a lifetime impact. So, I applaud those that willingly choose to serve to collectively help make their city better. I enjoyed my time on Council. I learned a great deal about our city, our departments and our citizens. I believe communication and collaboration are key ingredients to building a strong and vibrant city. I would continue to meet with citizens, staff, and organizations to help determine the best way forward. My background is in fundraising and successful fundraising depends on building relationships. I want to continue to build strong relationships in the city and with our peers in the Greater Des Moines area.

I believe I am qualified for this position after serving on the City Council as an At-Large Member (represents the entire city) for seven years. I was originally appointed to my role when Steve Richardson resigned. Then two months later, I ran for the same position due to a call for a special election for the YMCA. I won that election and ran again for another four-year term. I enjoyed representing the citizens of Indianola. I felt my role on the Council was to help explain some of the decisions being made. During my time on Council, we balanced seven budgets, researched and approved a major Waste Water Treatment plant, and revamped the city budget by looking at all expenses, tax revenue and bond payments. Prior to serving on the Council, I was on the Planning & Zoning Commission for 12 years, which definitely helped prepare me for how City government works. Lastly, I have a Master in Public Administration degree and that too has helped me in working on the issues and with the citizens.

I believe Indianola is in a very favorable spot right now. Years of hard work is starting to pay off. Indianola is being recognized as a great city to live, work and play. As Mayor, I want to continue to advocate for that. We have so much untapped potential as a city and it's time we come together in the best interest of our citizens to have a unified, positive and productive local government. Now is a great opportunity for our next mayor to demonstrate his or her leadership skills and ability to bring people together. I want to be that person. I will work with our citizens, listen to them, and openly discuss the issues facing Indianola as we move forward. By nature, I am a pretty positive person, a hard worker and someone who likes to get things done.

I respectfully ask for your support as the next Mayor of Indianola.

**PAMELA K. PEPPER**  
**308 North 16<sup>th</sup> Street**  
**Indianola, Iowa 50125**  
**515-962-1294 – home or 515-271-4558 - work**  
[Timpampepper@aol.com](mailto:Timpampepper@aol.com)

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### **PROFESSIONAL SUMMARY**

Demonstrated successful and creative fundraising strategies for numerous institutions including higher education, health and human service and arts and culture organizations. Ability to build strong relationships with donors helping them achieve leadership gifts that benefit the institution as a whole. Worked with numerous volunteer leaders to meet fundraising and special event goals. Successfully managed operational budgets, technology systems and organizational calendars.

### **WORK EXPERIENCE**

**Drake University, Des Moines, Iowa**  
**Assistant Vice President**  
**July 2015 – Present**

- Manage the daily operations of the fundraising operation.
- Leading the team for the next comprehensive fundraising campaign.
- Liaison with Human Resources, Finance and Administration and IT.
- Supervise the three person Records Room staff and the two person IT staff.

**Instructor, Bulldog Foundations**  
**Fall 2019**

- One-credit hour course that helps students explore concepts and develop skills that are crucial for development of meaningful personal lives, professional accomplishments, and responsible global citizenship. This is a mandatory 10 week course.

**Co-Instructor, First Year Seminar: Generosity of the Heart: Philanthropy in Action**  
**Fall 2011, 2012, 2014**

- Semester long course that helps integrate first-year students into academic culture. Goals are to sharpen students' writing, critical thinking, verbal communication and information literacy. The course invites connections among several areas of study of discipline. This is a semester long course.

**Director of Development Operations and Director of Annual Fund Programs**  
**October 2007 – July 2015**

**Director of Annual Fund Programs**  
**August 2006 - October 2007**

- Coordinated all aspects of annual giving program including active solicitation of alumni, parents, friends and corporations and raised institutional record of \$3,000,000 plus for annual fund support.
- Managed and maintained the multi-faceted work that happens behind the scenes of a successful \$200 million comprehensive campaign including gift recording, gift acknowledgement, and management of three professionals in the Records Room.

- Member of core team that oversaw the database conversion from Banner to Raiser's Edge.
- Redesigned all annual giving program direct mailing pieces, which included implementing new mailings, standardized gift asks, and soliciting more donors. In a typical fiscal year more than 150,000 annual fund pieces were sent out through 40 plus different mailings.
- Built strong relationships with advancement office partners such as Athletics, University Communications and Finance & Administration.
- Created new donor profile and lead a team to coordinate the establishment of an inter-office standards binder to build better understanding of office systems and policies.
- Managed the top leadership donor annual giving society, the President's Circle.
- Made personal solicitation calls to annual fund donors.
- Supervised Annual Fund staff of Associate Director, Assistant Director and Administrative Assistant.

**Funding Solutions, Inc.**

**Part-time Consultant**

**2007 - Present**

- Facilitate strategic planning sessions with local non-profit organizations' Board of Directors and staff members and write follow-up comprehensive reports.
- Develop and implement comprehensive fundraising plans for local non-profit organizations.
- Create development marketing materials such as brochures, pledge forms and training packets.
- Write fundraising presentations for President for community-wide presentations.
- Design capital campaign giving pyramids for local non-profit campaigns.

**Good Samaritan Urban Ministries, Des Moines, Iowa**

**Fund Development Director**

**April 2006 – July 2006**

- Oversaw all fundraising and public relations activities.
- Implemented a fundraising master plan and personally solicited individuals and corporations.
- Created and implemented direct mail solicitation with phonathon follow-up.
- Executed several public relations events to build community awareness.
- Worked closely with entire Board of Directors and staffed Fund Development Committee.
- Redesigned gift entry and acknowledgement process.

**Blank Park Zoo, Des Moines, Iowa**

**Vice President of Development**

**August 2004 – December 2005**

- Oversaw entire fundraising operation raising \$500,000.
- Redesigned the Development Office operations including major gift solicitation, annual giving program, membership campaign, donor database and special event coordination.
- Submitted the Zoo's first federal government funding grants totaling \$4 million.

- Created and implemented two donor related events to enhance recognition and future giving.
- Oversaw \$50,000 department budget and worked with Accounting Office regarding gift receipting.
- Managed staff members who assisted in Development operation.

**Simpson College, Indianola, Iowa**  
**Assistant Vice President/Director of Annual Giving**  
**August 1997 – July 2004**

- Coordinated all aspects of annual giving program including active solicitation of alumni, parents, friends, trustees and corporations.
- Increased annual fund support to all time high from \$882,079 in 1997-98 to \$1,117,600 in 2002-03 with average individual gift during the same period going from \$139.72 to \$175.63.
- Oversaw and redesigned all direct mailing pieces, marketing pieces and phonathon program related to annual giving program.
- Managed and solicited major gift prospects and worked to create meaningful relationships with those donors.
- Increased top leadership recognition society membership to an all-time high of 226 members generating \$450,000.
- Coordinated and implemented the faculty/staff capital campaign program with 83% participation.
- Managed Annual Fund staff of three and balanced annual fundraising budget.

**Science Center of Iowa, Des Moines, Iowa**  
**Director of Institutional Advancement**  
**October 1996 – August 1997**

- Oversaw all development operations including Annual Fund, Membership and Marketing.
- Redesigned the Annual Fund campaign in order to achieve \$250,000 goal.
- Met with corporate representatives to share organization's goals and asked for financial support.
- Supervised Marketing & Membership Coordinator and managed institutional advancement budget.

**Generations Incorporated, Des Moines, Iowa**  
**Director of Resource Development**  
**June 1995 - October 1996**

- Implemented the first extensive corporate fundraising campaign raising more than \$95,000.
- Coordinated direct mailings to prospective donors and constituents.
- Developed training program and trained Board of Directors members.
- Expanded foundation and grant program.

**Drake University, Des Moines, Iowa**  
**Associate Director of Annual Fund Programs**  
**August 1992 - June 1995**

- Planned and implemented the direct mail solicitations for all gift requests under \$1,000.
- Recruited, trained, supervised and motivated over 90 students and 30 alumni callers for annual phonathon program.
- Managed the creative development of the mailing pieces.
- Coordinated a 20-week phonathon program, which raised over \$480,000 in one fiscal year.

**North Central College, Naperville, Illinois**  
**Assistant Director of Alumni Relations**  
**July 1991 - August 1992**

- Planned and executed a \$156,000 phonathon fundraising drive.
- Developed creative solicitation mailing pieces for annual fund support.
- Coordinated all details for a three day event for alumni who graduated 50 years ago or more.
- Developed a new Homecoming schedule and created new ways to encourage alumni to return to campus.
- Planned events and worked with alumni 1 to 10 years out of college.

**EDUCATION**

North Central College, Naperville, Illinois  
Bachelor of Arts, 1991

Drake University, Des Moines, Iowa  
Master of Public Administration, 2009

**COMMUNITY INVOLVEMENT**

City Council Member, City of Indianola – January 2011-December 2017 (7 years)  
Planning & Zoning Commission Member, City of Indianola – December 1998-December 2010  
(12 years)  
Boy Scouts of America – Troop 122 (10 years)  
Graduate, Warren County Leadership Institute (1 year)  
Graduate, Drake University Emerging Leaders Program (1 year)