

Frank C. Dickerson, Ph.D.

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EDUCATION

Riverside Community College: Riverside, CA

Coursework in CS-5 programs (Photoshop, InDesign, Illustrator) and E-Commerce 2010-2011

Claremont Graduate University: Claremont, CA

PhD May 2009

Emphasis: Linguistic, rhetorical, and paratextual dimensions of written discourse

Dissertation Title: *Writing the Voice of Philanthropy: How to Raise Money with Words*

Doctoral Studies: The Peter F. Drucker School of Management and The School of Educational Studies

Pepperdine University: Malibu, CA

MBA June 1989

International School of Theology: San Bernardino, CA

MA June 1987

The Ohio State University: Columbus, OH

BA June 1973

EXPERIENCE

2011-present: Adjunct professor, Cal International University

2009-present: Narrative Fund Raising (educational outreach)—<http://www.narrativefundraising.org/>

2004-present: The Written Voice (linguistic and paralinguistic research)—<http://www.thewrittenvoice.org/>

- Using computer analysis techniques to identify the effect of linguistic patterns, rhetorical structures, and paratextual features on commercial and nonprofit promotional discourse
- Consulting on methods for shifting promotional discourse to better achieve rhetorical aims
- Publishing and presenting research for markets in the commercial and nonprofit sectors

1995-present: President and Founder High Touch Solutions (A Marketing and Fund-raising Agency)—<http://www.hightouchsolutions.com/>

- Consulting in strategic marketing and fund-raising for commercial and nonprofit organizations
- Developing strategic plans based on Peter Drucker's paradigm of eight key-result domains
- Conducting management, marketing, and fund-raising audits with client organizations
- Analyzing commercial and nonprofit organizations' discourse with corpus linguistics methods
- Writing copy for direct response marketing and fund-raising campaigns
- Designing graphic elements for direct response marketing and fund-raising campaigns
- Printing variable data (VDP) direct response campaigns featuring Computer HandScript—a proprietary computer-simulated handwriting technology for addressing and personalizing mail

1997: Adjunct Instructor Hope International University

- Created *A Marketing and Fund-raising Communication Curriculum*—an online MBA course
- Implemented a marketing plan for promoting school's online MBA degree
- Taught online course I had created

1996: Founded InterSafeNet—A Private-label Dial-up Internet Service

- Created affinity program for marketing InterSafeNet dial-up service to organizations as a revenue stream offering commissions in exchange for member subscriptions to service
- Developed marketing plan for promoting InterSafeNet among membership organizations
- Recruited a network of sales representatives and personally sold service throughout the U.S.

1993-present: Management, Marketing, and Fund-raising Counsel with Levasis, a Nonprofit Agency

- Offered pro bono or discounted counsel in marketing, management and fund-raising with start-up and turn-around commercial and nonprofit organizations
- Led executives through strategic planning sessions
- Managed implementation of projects with executives of client organizations

1990-1992: Marketing and Fund-raising Counsel with EDM, a Nonprofit Consultancy

- Developed a one-day seminar on writing for direct response marketing and fund raising
- Implemented a marketing plan for promoting seminar across in U.S.
- Taught seminar in key cities
- Wrote paper containing course content: *The Trade Secrets of Development Copy Writing*

1972-1989: Cru (formerly Campus Crusade for Christ)

1986-1989: U.S. director of development for staff fund-raising, reporting to the Vice President

- Created marketing and fund-raising strategies that increased income 7 to 10 percent annually, boosting revenue from \$65 million to \$92 million, a trend that continues with the organization now ranking 23rd on The Chronicle of Philanthropy 400 list with annual revenue of \$514 million
- Oversaw international development training among continental directors in 93 countries
- Developed week-long curriculum for training new hires to raise funds for organization
- Produced industrial video, featuring SAG actors, to demonstrate skill areas of training

1980-1985: Assistant to the U.S. director

- Created marketing strategies for national conferences held across the U.S.
- Merged data from government and commercial information sources into a comprehensive profile of all U.S. four-year colleges and universities to assist in organization's expansion
- Developed and co-hosted a nationwide speaking tour with International staff members who had escaped the genocide of Pol Pot, under rule of the Khmer Rouge in Kampuchea

1977-1979: International Training curriculum coordinator

- Recruited 65 writers for developing a standardized international training curriculum
- Supervised and trained writing team which published curriculum

1972-1976: Researcher and field staff

- Secured as a senior studying ancient history at The Ohio State University to author Josh McDowell, in order to conduct research and write two chapters for his two-volume anthology on apologetics: *Evidence That Demands a Verdict* and *More Evidence That Demands a Verdict*.
- Conducted research for McDowell's project at Southern Methodist University, Dallas Theological Seminary, and Southwestern Baptist Seminary from June-September 1972
- Developed university speaking tour to present findings of published research
- Joined organization's staff and developed student organizations in Minnesota and Texas

PUBLICATIONS AND PRESENTATIONS

Narrative fundraising: Writing the stories of philanthropy. Seminar for higher education leaders. San Francisco: June 2011. http://www.narrativefundraising.org/uploads/Seminar_Brochure.pdf.

Writing the voice of philanthropy: Do you make these five fatal mistakes in writing fund appeals? Presentation given at The 48th AFP International Conference on Fundraising. Chicago: March 2011. http://www.thewrittenvoice.org/uploads/Writing_the_Voice.pdf.

A million-household mailing by American Heart Association: How Computer HandScript™ Personalization and Cancelled Discount Stamps Increased Net Income. Unpublished case summary of dissertation chapter submitted to Claremont Graduate University. May 2011. http://www.thewrittenvoice.org/uploads/AHA_CASE.pdf.

Writing the voice of philanthropy: Do you make these five fatal mistakes in writing fund appeals? Presentation given at The 48th AFP International Conference on Fundraising. Chicago: March 2011. http://www.thewrittenvoice.org/uploads/Writing_the_Voice.pdf.

How Harvard university got its name - major gift fundraising in the seventeenth century. Showcase of fundraising innovation and inspiration. November 2010. <http://www.sofii.org/node/603>.

Pliny the Younger and the first appeal for matching funds, ca. 100 AD. Showcase of fundraising innovation and inspiration. October 2010. <http://www.sofii.org/node/559> (With Ken Burnett).

Writing the voice of philanthropy: Fixing the broken discourse of fundraising. The Nonprofit Quarterly: 17:1, Spring 2010. http://www.thewrittenvoice.org/uploads/The_Nonprofit_Quarterly_Spring_2010_-_Writing_the_Voice_of_Philanthropy.pdf.

The myth of the philanthropy fairy. Mal Warwick's Newsletter: Successful Direct Mail, Telephone, and Online Fundraising. November 2010. <http://malwarwicknews.com/2010/11/mal-warwick-newsletter-november-2010/-post-1639>.

- The way we write is all wrong*. Journal of the DMA Nonprofit Federation. 12: 3, September 2009.
http://www.thewrittenvoice.org/uploads/The_Nonprofit_Quarterly_Spring_2010_-_Writing_the_Voice_of_Philanthropy.pdf.
- The Way We Write is All Wrong: A Profile of and Prescription for Fixing the Broken Discourse of Fund Raising*.
www.The Agitator.Net. June 2009. [http://www.theagitator.net/wp-content/uploads/file/The%20Way%20We%20Write%20is%20All%20Wrong\(2\).PDF](http://www.theagitator.net/wp-content/uploads/file/The%20Way%20We%20Write%20is%20All%20Wrong(2).PDF).
- The Impact of Paratextual Variables on Response and ROI in Direct Mail Fund Raising: If Your Envelope Doesn't Get Opened, Then It Really Doesn't Matter What You Put Inside*. June 2009. http://www.thewrittenvoice.org/uploads/The_Impact_of_Paratextual_Variables_on_Response_and_ROI.pdf
- Writing the Voice of Philanthropy: How to Raise Money with Words*. Unpublished Ph.D. dissertation. Claremont Graduate University. January 2009.
- The Mind of Philanthropy*. Unpublished review of literature relevant to understanding philanthropic discourse, emphasizing tacit presuppositions of disciplines. Claremont Graduate University. June 2004.
http://app4.websitetonight.com/projects/1/2/8/3/1283090/uploads/The_Mind_of_Philanthropy.pdf
- The Voice of Philanthropy*: Unpublished review of literature research relevant to understanding philanthropic discourse, emphasizing centrality of communication theory. Claremont Graduate University. August 2004.
http://app4.websitetonight.com/projects/1/2/8/3/1283090/uploads/The_Voice_of_Philanthropy.pdf
- A Marketing and Fund-raising Communication Curriculum*. Created course and reader for Hope International University's online MBA curriculum. The Nonprofit Leadership Group. May 1997.
- A Path-Analytic Regression Analysis to Identify Correlates of Successful Face-to-face Fund Raising*. Unpublished study measuring solicitation performance using multivariate statistical techniques. Claremont Graduate University. September 1993.
- The Trade Secrets of Development Copywriting*: The Nonprofit Leadership Group. June 1992.
- Early Harvard Fund Raising*. Unpublished paper on colonial era fund raising efforts to promote higher education, with a focus on Harvard's efforts. Claremont Graduate University. October 1992.
- Effective Marketing and Fund-Raising Copy Writing*. A seminar series I marketed and taught across the U.S. in day-long seminars. July 1990.
- Fund-Raising Boot Camp*. Video-based training series which I wrote, produced, and directed at the PBS studios of Indiana University to demonstrate concepts in fund-raising training curriculum. June 1989.
- A Philosophy of Marketing and Development*. Unpublished Masters thesis. International School of Theology. July 1987.
- International Training Curriculum* (Ed). Led team of 65 writers to develop a curriculum used as a training resource in communication in 190 countries. Here's Life Publishers. September 1980.

More Evidence That Demands a Verdict. Researched and wrote a chapter titled *The Presupposition of Anti-supernaturalism* for Josh McDowell's book on apologetics. Campus Crusade for Christ. September 1975.

Evidence That Demands a Verdict. Researched and wrote a chapter titled: *The Resurrection: Hoax or History* for Josh McDowell's book on apologetics. Campus Crusade for Christ. September 1972.

In 1999, Thomas Nelson republished the preceding two volumes to which I made contributions in 1975 and 1972, renaming them as a single volume titled *New Evidence That Demands a Verdict*. In October 2006 *Christianity Today* honored this research by ranking it 13th on their list of "The Top 50 Books That Have Shaped Evangelicals," a works they described as "landmark titles that changed the way we think, talk, witness, worship, and live." <http://www.christianitytoday.com/ct/2006/october/23.51.html>.

REFERENCES

Mr. Richard Durant
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