

Frank C. Dickerson

7412 Club View Dr | Highland, CA 92346

Direct 909-864-2798 | Cellular 909-556-9997

HighTouchDirect@msn.com | www.HighTouchSolutions.com

Frank@TheWrittenVoice.org | www.TheWrittenVoice.org

EDUCATION

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

2004-present: The Voice of Philanthropy Project (research, counsel, service)—TheWrittenVoice.org

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

1995-present: President and Founder High Touch Solutions—A Marketing and Fund-raising Agency

- 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 focusing on dimensions of written discourse

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: 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 of affairs 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

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.

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. www.The Agitator.Net. June 2009.

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.

The Voice of Philanthropy. Unpublished review of literature research relevant to understanding philanthropic discourse, emphasizing centrality of communication theory. Claremont Graduate University. August 2004.

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 daylong seminars. July 1990.

Fund-Raising Boot Camp. Video-based training series 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. [*Christianity Today* described Thomas Nelson's 1999 republication of McDowell's two volumes in *New Evidence That Demands a Verdict* as number 13 on their list of "The Top 50 Books That Have Shaped Evangelicals," a corpus of works described as "Landmark titles that changed the way we think, talk, witness, worship, and live" (posted 10/06/2006 12:13PM at <http://www.christianitytoday.com/ct/2006/october/23.51.html>).

REFERENCES

Mr. Richard Durant
Vice President, Levasis Consulting
300 East State Street Suite 470
Redlands, CA 92373
909-798-7339
dickdurant@verizon.net

Mr. Rich Kehoe
Former Elder, Trinity Evangelical Free Church Redlands
6765 Tiara Avenue
Highland, CA 92346
909-864-0955
rkehoe@roadrunner.com

Mr. Holmes Bryan
Vice President, EDM Consulting
3540 Pleasant Hill Drive
Highland, CA 92346
holmes@edmi.org