

Judith Ann Cozad Smith, MA, CFRE

GivingSMITH President



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FUNDRAISING EXPERIENCE

HIGHER EDUCATION

18 YEARS | MISSOURI STATE UNIVERSITY, SPRINGFIELD, MO

- Progressively responsible positions: Director of Planned Giving, Special Regional Gifts Coordinator, Executive Director of Development and Alumni Relations
- Directed a staff of 33 and led a staff comprising annual funds, nationwide phone campaign, alumni relations, athletics development, and gift entry and administration

ARTS

2 YEARS | SPRINGFIELD (MO) SYMPHONY, GENERAL MANAGER

- Established an endowment for the symphony
- Renewed and expanded annual donors and subscriptions
- Secured underwriting for all concerts

1 YEAR | TULSA PERFORMING ARTS CENTER, TULSA, OK, PROGRAM COMMUNICATIONS MANAGER

- Developed marketing and secured underwriting for programs and series being presented

NATIONAL, INTERNATIONAL, FOUNDATION

7 YEARS | OPTIMIST INTERNATIONAL FOUNDATIONS

ST. LOUIS, MO AND MONTREAL, QUEBEC, CANADA

- Staff of 3 US, 1 Canada
- Led two volunteer boards of directors
- Developed major gifts program (Christian D. Larson Society)
- Developed national volunteer program for seeking and identifying planned gifts
- Trained volunteer fundraisers in each Optimist district

5 YEARS | ARIZONA COMMUNITY FOUNDATION

- Progressively responsible positions: Senior Philanthropic Advisor, Director of Planned Giving, Senior Director of Planned Giving, Director of Arizona Endowment Building Institute
- Led Sedona board of advisors and directed all activities of that affiliate
- With VP, established the Center for Planned Giving
- Directed Arizona Endowment Building Institute, Classes 8 through 11
- Developed nonprofit training program series, Planned Giving 100 & 200 series
- Trained staff and volunteers and regional advisors on charitable gift planning

CONSULTING EXPERIENCE

5 YEARS | FUNDING SERVICES NOW

6 YEARS | GIVINGSMITH

- Served nonprofit clients from every sector except political fundraising, which is an entirely different animal
- Although I have experience in these areas, I choose not serve them as a consultant: grant writing, event coordination, overseeing database conversions
- My website home page at www.givingsmith.net offers details about various clients served
- Although my favorite engagements are developing endowments through planned giving programs and guiding capital campaigns, all fundraising activities are interrelated and should complement one another, so I have guided clients in nearly all matters development related

PROFESSIONAL SERVICE

- Speaking and training on various aspects of development and nonprofit administration
- Board service from regional planned giving and fund development organizations (Arizona, St. Louis, Colorado)

AUTHOR

The 72-hour Planned Giving Starter Program (2025)

Step-by-step guide designed to help nonprofit professionals launch and sustain effective planned giving programs in just 72 hours over the course of a year. Rooted in 40+ years of experience in fundraising, endowment building, and donor engagement. Available in ebook and print.

References available upon request