

# LAUREN TOWNSEND

1510 South Broad Street  
Philadelphia, PA 19146

(215) 939-7621  
[ltownsend4@gmail.com](mailto:ltownsend4@gmail.com)

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## SUMMARY

### Experienced Fundraising, Communications, Project Management, and Impact Professional

For several decades I've engaged in strategic organizing and coalition building on an array of issues and electoral campaigns, and for a number of documentary films and cultural organizations. This work has entailed creating and maintaining community partnerships; engaging new and diverse audiences; recruiting, training and managing volunteers; and fundraising.

Communication has been a part of nearly every project: blog posts; website content; messaging; talking points; speeches; emails; social media; press releases; direct mail; radio; television; and video.

I thrive in a fast-paced and collaborative environment.

## EXPERIENCE

### Director of Special Projects — Philadelphia District Attorney's Office 2018-19

At the Philadelphia DAO, I worked on special projects for the executive staff, victims' services, community outreach and engagement, and the economic and cyber-crimes unit.

### Lauren Townsend—Consultant 2010—2021

#### Environment

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| <b>Center for The Blue Economy &amp; Blue Frontier</b> – National Virtual Lobby Day Coordinator  | <b>2021</b>    |
| #OceanClimateActionPlan2021  |                |
| <b>Blue Frontier/Blue Vision Summit 5</b> – Outreach, Organizing, and Communications   | <b>2015-22</b> |
| Coordinated largest-ever national Hill Day (163 visits) on ocean issues  |                |
| <b>Conservation Voters of Pennsylvania &amp; NJ League of Conservation Voters</b>  | <b>2014-16</b> |
| Social media engagement and online organizing  |                |
| <b>Clean Ocean Action</b> - Communications and organizing  | <b>2014-15</b> |
| <b>New Jersey Outdoor Alliance</b> – Special projects  | <b>2014</b>    |
| <b>People's Climate March/350.org</b> – Partner recruitment (PA, NJ & NY)  | <b>2014</b>    |
| <b>US Strong</b> – Communications and organizing   | <b>2013-14</b> |
| Served as NJ Director of US Strong, managed internal and external communications, on-the-ground-organizing, public education and advocacy.   |                |
| • <i>Recruited new voices along Jersey Shore to talk about extreme weather &amp; climate change</i>  |                |
| • <i>Coordinated roundtable discussions, and release of hard-hitting multi-media report:</i>   |                |
| ○ <i>Extreme Weather, Extreme Costs – “The True Financial Impact of Superstorm Sandy on New Jersey Homeowners, Businesses and Municipalities” (over 50 outlets covered the story).</i> |                |

#### Film

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|---|----------------|
| <b>Campaign of Miner Bo (film) Outreach and Engagement</b>                    | <b>2020 -</b>  |
| <b>American Resilience Project – Tidewater (film) Outreach and Engagement</b> | <b>2017</b>    |
| <b>CAREgivers (Film) – Outreach and Engagement</b>                            | <b>2017</b>    |
| <b>The Invisible Patients (film) - Outreach and Engagement</b>                | <b>2016-18</b> |
| <b>Marriage Cops (film) - Kickstarter campaign coordination</b>               | <b>2017</b>    |

## Electoral

<b>Arab American CDC</b> – Non-partisan voter registration/GOTV	<b>2020</b>
<b>Working Families Party/BaseBuilder LLC</b> – Voter Engagement/Persuasion/GOTV	<b>2020</b>
<b>Marwan Kreidie for City Commissioner</b> – Consultant/Advisor	<b>2019</b>
<b>Lawrence Krasner for District Attorney</b> – Senior Consultant; Chief of Staff	<b>2017</b>
<b>Friends of Chris Mallios</b> – Management consulting	<b>2015</b>
<b>Friends of Giovanni Campbell</b> – Management consulting	<b>2013</b>
<b>Barbara McDermott for Judge</b> – Management consulting	<b>2011</b>
<b>Joe Hoeffel for Governor</b> – Campaign Management	<b>2010</b>
<b>Dawn Segal for Judge</b> – Management Consulting	<b>2009</b>
<b>Christine Donohue for Superior Court</b> – Eastern PA Field Staffing	<b>2007</b>
<b>Damsker-Hoeffel</b> – Management Consulting	<b>2007</b>
<b>Committee to Elect Mike Erdos Judge</b> – Management consulting	<b>2007</b>
<b>Friends of Maria Quinones Sanchez</b> – Management consulting	<b>2006-07</b>

## Community/Non-Profit

<b>The Men's Center for Growth and Change</b> – Marketing and Outreach	<b>2019</b>
<i>Men &amp; The #MeToo Movement Conference: What Individuals and Organizations Can Do</i>	
<b>Mariposa Food Co-op</b> – Development/Launched Capital Campaign	<b>2010</b>
<b>Philadelphia Earned Sick Days Campaign</b> – Communications Director	<b>2011</b>
Oversaw press operations and media strategy for bill that passed City Council	
<ul style="list-style-type: none"> <li>• <i>More than 70 media stories over a 3-month period</i></li> <li>• <i>Placed multiple op-eds, coached speakers, and held press conferences.</i></li> </ul>	

## Writing

<b>Caroline Leopold Writing LLC</b> – Wrote content for online consumer healthcare site	<b>2016</b>
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## Video Production

<b>Zimm Productions</b> – Collaborator	<b>2019-</b>
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## Healthcare

<b>Keystone Mercy Health Plan</b>	<b>2007-10</b>
Coordinated strategic grassroots outreach about improving health care for Medicaid patients	

## Consumer Rights

<b>US Action Insurance Education Project</b> – National Field Management	<b>2008</b>
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## Labor

<b>AFSCME District Council 47</b>	<b>2008</b>
Promoted DC 47's member wellness program and received favorable press attention. crafted member profiles showcasing the diversity and talent in this Philadelphia union.	

### **Executive Director—Citizens for Consumer Justice**

1997-2006

Launched and directed Citizens for Consumer Justice (CCJ), a multi-issue statewide consumer organization and founding Pennsylvania affiliate of USAction. Raised annual budget of \$500,000. Received significant and regular local and national press attention for the following projects:

- *Registered 25,652 new voters in low-income communities of color in Southeastern PA.*
- *Convened “Pennsylvanians for a Fair and Independent Court.” a coalition focused on judicial nominations to the US Supreme Court*
- *Coordinated the successful Pennsylvania arm of Americans United to Protect Social Security and the Emergency Campaign for America’s Priorities*
- *Executed highly publicized bus trips to Canada with seniors who couldn’t afford their prescription drugs*
- *Defeated tort reform legislation with the CCJ-inspired, Pennsylvania Safety and Justice Act*
- *Convened the Patients Not Profits Coalition to protect consumers during the demise of the Allegheny Health System throughout Pennsylvania*

### **Various Organizing, Advocacy and Fundraising Positions/Projects**

1984-1997

**Including:** League of Conservation Voters; Phil Andrews for State Representative; National Abortion Rights Action League of Pennsylvania; Clara Bell Duvall Education Fund; Lutheran Settlement House Women’s Program; Bilingual Domestic Violence Project; Kensington Joint Action Council; CATA/Farmworkers Support Committee; New Jersey Citizen Action; The Clay Studio; Philadelphia Singers; Pennsylvania Citizen Action; Midwest Academy; and SEPTA.

### **BOARDS, COMMISSIONS, STEERING COMMITTEES**

- Past— Bradley Beach Environmental Commission; Philadelphia NOW PAC; Philly for Change; and Bread & Roses Community Fund

### **RECOGNITION**

- Philadelphia Jobs with Justice Solidarity Award
- Philadelphia Coalition of Labor Union Women: Organizing and Working for Social Justice

### **EDUCATION**

- Drew University, Madison, New Jersey – Major: Political Science; Minors: French and Spanish **1981-84**