

RECEIVED  
AUG 18 2022  
CITY CLERK

City of Reno  
City Council Member Applicant Acknowledgement

Sheena Britschgi

For the Office Of

Ward 5

State of Nevada  
County of Washoe

For the purpose of having my name considered as a potential appointed candidate for the office of **Reno City Council Ward 5**, I, the undersigned **Sheena Britschgi** do swear or affirm under penalty of perjury that I, actually, as opposed to constructively, reside at **932 Kimbal Drive**, in the City or Town of **Reno**, County of **Washoe**, State of Nevada; that my actual, as opposed to constructive, residence in the state, district, county, township, city or other area prescribed by law to which the office pertains began on a date at least 30 days immediately preceding the date of the close of the application period for this office, that my telephone number is **775.229.5933**, and the address at which I receive mail, if different than my residence, is **SAME**; that I am a qualified elector pursuant to Section 1 of Article 2 of the Constitution of the State of Nevada; that if I have ever been convicted of treason or a felony, my civil rights have been restored; that if selected as a nonpartisan candidate at the ensuing Reno City Council Meeting, I will accept the nomination and not withdraw; that I will not knowingly violate any election law or any law defining and prohibiting corrupt and fraudulent practices in campaigns and elections in this State; that I will qualify for the office if appointed thereto, including, but not limited to, complying with any limitation prescribed by the Constitution and laws of this State concerning the number of years or terms for which a person may hold the office; that I understand that knowingly and willfully filing an appointment application which contains a false statement is a crime punishable as a gross misdemeanor and also subjects me to a civil action disqualifying me from entering upon the duties of office; and that I understand my name will appear on all Reno City Council Meeting Agendas as designated in this declaration.

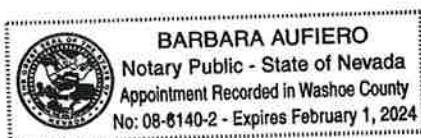
Sheena Britschgi Sheena Britschgi  
Printed Name of Applicant

  
Signature of Applicant

Subscribed and sworn or affirmed to before  
me this 18<sup>th</sup> day of the month of  
August of the year 2022.

Sheena Marie Britschgi  
Name of Candidate

Barbara Aufiero  
Notary Public



## City of Reno

### Reno City Council Membership Application

Please be advised that all information contained in this application is part of the City of Reno's public record and is, upon request, available for public review. Contact the City Clerk's office at 334-2030 with any questions.

<i>First Name:</i> Sheena	
<i>Last Name:</i> Britschgi	
<i>Applicable Nickname:</i>	
<i>Office Applying For:</i> Council Member	<i>Applicable Ward:</i> Ward 5

#### Contact Information:

<i>Address where applicant resides:</i> 932 Kimbal Drive		
<i>City:</i> Reno	<i>State:</i> NV	<i>Zip:</i> 89503
<i>County of Residence:</i> Washoe		
<i>Mailing Address (if different):</i>		
<i>City:</i>	<i>State:</i>	<i>Zip:</i>
<i>Primary Phone:</i> 775.229.5933	<i>Primary Email:</i> britschgi13@googlemail.com	

**Preferred Contact Information *If appointed, the address, phone number and e-mail address you wish to use for your contact information:***

<i>Address:</i> 932 Kimbal Drive		
<i>City:</i> Reno	<i>State:</i> NV	<i>Zip:</i> 89503
<i>Phone:</i> 775.229.5933	<i>Email:</i> britschgi13@googlemail.com	

**Occupation/Business Information:**

<i>Business Name:</i> The National Judicial College		
<i>Job Title:</i> Technology & Campaigns Manager		
<i>Business Address:</i> Judicial College Building / MS 358		
<i>City:</i> Reno	<i>State:</i> NV	<i>Zip:</i> 89557
<i>Business Phone:</i> 775. 327. 8279	<i>Business Email:</i> Sheena@judges.org	

<i>How long have you been a resident of the City of Reno?</i>	January 2006
<i>How long have you been a resident at your current address?</i>	January 2016
<i>Are you currently registered to Vote in the City of Reno?</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

**Education and Training:**


<i>List Education or Training you've received relevant to the position to which you are applying:</i>
Current: Technology & Campaigns Manager - The National Judicial College
Current: Graduate Student: MA Urban Leadership & Development / UNLV
Past: Executive Assistant & Volunteer Coordinator - Note-Able Music Therapy Services
Past - Development Manager: Girl Scouts of the Sierra Nevada & Food Bank of N. Nevada
Past - Event Chair: Disability Awareness Coalition      Past - City of Reno Charter Committee - Ward 3

**Elected Official Information:**

<i>Have you previously run for an elected office?</i>	Yes _____ No <input checked="" type="checkbox"/>
<i>If yes, please describe:</i>	
<i>Do you plan on running for elected office in the future?</i>	Yes _____ No <input checked="" type="checkbox"/>
<i>Please list any known conflicts of interest you would have:</i>	

Have you previously run for an elected office?	Yes _____ No <input checked="" type="checkbox"/>
If yes, please describe:	
Do you plan on running for elected office in the future?	Yes _____ No <input checked="" type="checkbox"/>
Explain briefly why you would like to be appointed to this board or commission. Please attach any additional information you wish:	
I have been honored to be able to serve the City of Reno for the last 16 years as an employee	
of some of it's local nonprofit organizations. I have come to know many of it's diverse	
residents and business owners along the way. While residing in Ward 3, I was able to serve	
on the City Charter Committee and enjoyed being more hands-on and involved with the	
direction in which policy moved. I have be interested in sitting on City Council for many years	
and applied twice for the At-Large position when vacancies occurred. I also currently volunteer	
and contribute to various nonprofits that provide needed resources to our community	
I am committed to the betterment of the City and serving on City Council would help me improve upon	
that goal. A priority of mine would be to better help our under-served population in whatever way we can.	

*I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. I acknowledge that this document is part of the public record of the City of Reno and is available for public review.*

Signature:  Date: Aug 18 2022

NEVADA DRIVER LICENSE

4d DL N [REDACTED]  
3 DOB 10/21/1984  
1 BRITSCHGI  
2 SHEENA MARIE  
8 932 KIMBAL DR  
RENO, NV 89503-2726

9 CLASS C  
12 REST NONE  
9a END NONE

4a ISS 10/26/2021  
4b EXP 10/21/2025

15 SEX F  
16 HGT 5'-04"  
17 WGT 217 lbs  
18 EYES HAZ  
19 HAIR BRO  
5 DO [REDACTED]

10/21/84





# Sheena Britschgi

932 Kimbal Drive | Reno, Nevada 89503  
775.229.5933 | britschgi13@gmail.com

## Summary

- Twelve-year, progressive non-profit experience (emphasis on fund development, marketing & events)
- Four-year, cross-curriculum, dual degree education: environmental science, politics & English
- Multiple levels of management experience & success with staff, volunteers & project development
- Proven ability to manage, promote and execute large scale events & fundraisers
- Strong leadership, interpersonal and communication skills with donors, peers & volunteers
- Commitment to building a thriving community through advancement of non-profit organizations
- Calm under pressure, highly adaptable and quick to learn
- Dedication to success for the organization above personal goals



## Education

**Dual Bachelor's Degree**  
Political Science &  
International Affairs  
*University of Nevada, Reno*

**Dual Associate Degree**  
Social Science  
& Liberal Arts  
*American River College  
Sacramento, California*

**Diploma**  
AP-Literature, Spanish,  
German & Biology  
*Douglas High School  
Minden, Nevada*



## Additional Skills

- Adobe CC Suite
- MS Suite
- WordPress
- Ducebo
- QuickBooks
- waveapps.com
- Website Design
- Photo & Video Editing
- GeoTalent
- Blackbaud CRM
- Raiser's Edge
- Salesforce
- Donor Perfect
- NationBuilder
- Volgistics
- APA, MLA, Chicago
- Mac & PC OS

## Experience

### Technology & Campaigns Manager: May 2016 – Present

The National Judicial College (*non-profit*) - Reno, NV

- Website management, development and design
- Artistic director and graphic designer
- Manage comprehensive course marketing strategies
- Project lead for new website ecosystem & donor software conversion
- Internship program development and manager
- Provide comprehensive analytics of various marketing strategies to help make informed budget decisions
- Currently overseeing website development upgrade
- Developed and implemented program for recurring donors
- Utilized past annual fund program data to inform decisions altering annual fund plan, increasing revenue by 22% in 2017

### Consultant: February 2016 – Present

509 Creative - Reno, NV

- Contract grant writing
- Graphic design
- Website design
- Business & non-profit consulting and marketing strategic planning
- Social media marketing plans and implementation
- Board and strategic plan development

### Campaign Staff: February 2016 – November 2016

Reno Municipal Court Judge - Department 2 (*campaign*) - Reno, NV

### Fund Development Manager: August 2015 – February 2016

Girl Scouts of the Sierra Nevada (*non-profit*) - Reno, NV

- Direct mail coordinator & graphic designer (including annual report)
- Developed & implemented strategies for increased donor retention and engagement across all levels including the development of a monthly donor program



## Certifications

**CFRE Certification (IP)**  
110 points to date

**Wilderness First Responder**  
November 2015

**CPR/First Aid/IED**  
April 2019

**Defensive Driving**  
Life-time

**Federal Drivers License**  
February 2017

**AmeriCorps Volunteer Coordinator Certification**  
Obtained September 2013

**HIPAA Certification**  
March 2014



## Community Involvement

**Board Member – (Secretary)**  
*Animal Rescue Network International*  
Feb 2016 – Oct 2017

**Event Chair**  
*Disability Awareness Coalition*  
Feb 2012 – January 2017

**Member**  
*AFP*  
Jan 2015 - Present

**Charter Committee -**  
*City of Reno*  
Jan 2014 – Feb 2016

**Committee Member**  
*VANN*  
June 2014 – Aug 2015

**Volunteer**  
*Nevada Opera Association*  
(grant research and development)  
*Nevada Bicycle Coalition*  
(website design/outreach/  
fundraising/app development)

## Experience

- Updated and maintained donor, grant and prospect records
- Strategic planning development for three and five year plans
- Planned and executed 300+ guest fundraising events
- Sole grant writer, researcher & manager for all organizational programs
- Creation and implementation of comprehensive, multi-program grant calendar with a request total of \$750k per year (a \$700k increase)

### Development Manager: May 2015 – August 2015

Food Bank of Northern Nevada (*non-profit*) - *McCarran, NV*

- Interim development department director
- Data Management Team manager (three staff)
- Direct mail coordinator (40,000 piece per order, 13 orders per year)
- Developed & implemented strategies for increasing monthly donors, mid-level donors (\$500 +) and major donors (\$10,000 +)
- Updated & maintained donor, grants, prospect records in CRM
- Developed multi-level, comprehensive donor recognition plan
- Cultivate donors for general operating, programs & legacy gifts
- Trained in & implemented SMART fundraising model for major gift cultivation incorporating moves management and Research Point
- Responsible for multi-million-dollar departmental fundraising budget
- Speaker & participant in regular professional training seminars for fund, grant & research development and event fundraising

### Executive Assistant/Volunteer Coordinator: July 2008 – May 2015

Note-Able Music Therapy Services (*non-profit*) - *Reno, NV*

- Grant writer & researcher
- Event & volunteer coordinator
- Development officer
- Designed and distributed monthly newsletters
- Office administrator: billing, invoicing, payments, purchasing
- Website designer & manager: WordPress & NationBuilder integrated
- HTML/CSS coding for emails, outreach, website
- Graphic design: fundraising, events, outreach
- Social media coordinator: Facebook, Twitter, Pinterest, Youtube
- Daily work with people of all ages (primarily those with disabilities)
- Participated in regular professional training seminars for grant development, fundraising, volunteer development
- Developed & manage organizational databases

### Stewardship Administrator: Aug 2008 – Jan 2012

Friends of Nevada Wilderness (*non-profit*) - *Reno, NV*

- Federal grant writer and manager
- Volunteer coordinator for multiple day trips in remote Nevada
- Volunteer trainer for volunteer captains
- Fundraising events coordinator
- Lead and assisted with fundraising: direct mailing, emails, electronic, donor meetings and membership building
- Worked with government agencies (USFWS, BLM, USFS)
- Participated in political activism and advocacy for Wilderness

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## Grants History

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*Below is a sample of grants that I requested and have been awarded.*

### **John Ben Snow Memorial Trust**

Purpose: Low-income Families & Neighbourhoods Program

- Requested: \$20,000
- Awarded: \$20,000

### **Mary Beth Lamb Foundation**

Purpose: Low-income Families & Neighbourhoods Program

- Requested: \$2,500
- Awarded: \$3,500

### **ROCares**

Purpose: Reno Bike Project partnership for low-income girls

- Requested: \$50,000
- Awarded: \$50,000

### **The Webster Foundation**

Purpose: Low-income Families & Neighbourhoods Program, General Operating, Capital Improvements

- Requested: \$80,000 +
- Awarded: \$60,000 +

### **Whitney Foundation**

Purpose: Computer/Technology Upgrade & Facilities Rental for one year

- Requested: \$10,000
- Awarded: \$15,000

### **Reno Access Advisory Committee**

Purpose: Classroom Chairs

- Requested: \$4,500
- Awarded: \$4,500

### **Bureau of Land Management**

Purpose: Youth Wilderness Stewardship Program

- Requested: \$100,000 for two years
- Awarded: \$100,000 for two years

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## References

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**Manal Toppozada** – Executive Director (Note-Able Music Therapy Services)  
manal@note-ables.org / 775.815.5598 [former supervisor]

**Sara DePaoli** – Executive Director (ROC Foundation)  
scdepaoli@gmail.com / 218.251.8133 [colleague]

**Wendy Firestone** – Chief Development Officer (Girls Scouts of the Sierra Nevada)  
wendy.firestone@gmail.com / 775.722.9498 [colleague]

## **Nevada Open Meeting Law Waiver**

**WAIVER OF NOTICE IS REQUIRED UNDER NRS 241.033(1) TO ALLOW THE CITY COUNCIL TO CONSIDER THE CHARACTER, MISCONDUCT, OR COMPETENCE OF A PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE CITY OF RENO\***

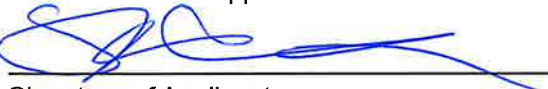
The City Council for the City of Reno will be considering your appointment to a board, commission, or other public body for the City of Reno on a future posted agenda. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice needs to be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting. Further, I acknowledge that I may, at any time, withdraw both this waiver and the related application for my appointment.

### **Acknowledgment:**

If you are considered as a candidate to fill the vacancy as the Ward 5 Council Member your application may appear on a City of Reno Council Meeting Agenda, to the extent required by NRS.

Sheena Britschgi

\_\_\_\_\_  
Printed Name of Applicant



\_\_\_\_\_  
Signature of Applicant