City of Asheville
City Council Vacancy Application Form

Your name: Adarrell Gadsden Home Phone #: 8282793044

Street Address: 248 Patton Ave. #125 City: Asheville Zip Code: 28801

Mailing Address (if different): _____

Employer: College of Charleston

Position: Sr. Development Officer Office Phone # _____

Resident of City of Asheville (required): ● Yes ☐ No

Registered Voter in the City of Asheville (required): ● Yes ☐ No

Race: Black/African-American Sex: Male Age: 27

Residence location (check one) Central ● North ____ South ____ East ____ West ____

Additional Information Required:

1. Resume
2. ½ page response to the essay questions below: (not attached)

Adarrell X. Gadsden

Applicant Signature
Date: 08/20/2020

All applications and attachments must be
Returned by **Noon, Thursday, August 20**, 2020 to:

Maggie Burleson, City Clerk
PO Box 7148
Asheville, NC 28802
Email: mburleson@ashevillenc.gov
Phone: 828-259-5601

ADARRELL XAVIER GADSDEN

248 Patton Ave. Asheville, North Carolina 28801 | gadsdenax@cofc.edu | (828) 279-3044

SKILLS & ABILITIES | Proficient in database management, donor engagement, relationship management, and managing event, principal and programmatic fundraising. Well versed in NGP Fundraising Software (similar to Banner, Raiser's Edge and Salesforce), Microsoft Excel, Microsoft Word, Microsoft PowerPoint, and Adobe Suite.

Note: NGP is primarily used by Democratic campaigns and committees as a primary CRM fundraising tool.

EXPERIENCE |

SENIOR DEVELOPMENT OFFICER, SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
THE COLLEGE OF CHARLESTON
APRIL 2020 – PRESENT

- Manages the institution's major-donor philanthropic engagement in the Mid-Atlantic, US (Delaware, Maryland, Pennsylvania, Virginia, and Washington D.C.)
- Responsible for advancing philanthropic priorities for the School of Humanities and Social Sciences
- Manages primary and auxiliary portfolios of roughly 200 potential major and planned gifts prospects
- Solicits and stewards major gifts of 50K or more for research, programming and scholarship initiatives

MAJOR GIFTS OFFICER FOR CORPORATE AND FOUNDATION RELATIONS,
UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
JULY 2018 – APRIL 2020

- Was responsible for institution's outward facing corporate and foundation relationships
- Stewarded major gifts of 25K or more for research, programming and scholarship initiatives
- Responsible for tracking analytics using Banner and Raiser's Edge fundraising tools
- Worked alongside faculty and staff during proposal development and submission
- Oversaw a major gifts portfolio of roughly 120 prospects

DEPUTY FINANCE DIRECTOR OF MID-ATLANTIC NORTH AND FINANCE COALITIONS,
DEMOCRATIC NATIONAL COMMITTEE
SEPTEMBER 2017 – JULY 2018

- Worked with finance director to build finance events and manage donor relationships in Mid-Atlantic-North Region (Delaware, Maryland, and Pennsylvania)
- Managed lower dollar fundraising portfolio for Mid-Atlantic North region
- Was responsible for tracking in NGP and Microsoft Excel all DNC coalition finance events
- Was responsible for helping build national coalition finance events including Women's Leadership Forum (DC), African American Leadership Gala (Atlanta), IWillVote Gala (DC), and LGBTQ Gala (NY)

DEPUTY FINANCE DIRECTOR, ARCHIE PARNELL FOR CONGRESS
MARCH 2017 – JUNE 2017

- Worked with finance director to build an implement finance plan in S.C. special election
- Ran candidate's daily fundraising call-time program and oversaw donor correspondence
- Completed donor research and targeting alongside chief fundraising officer

FINANCE ASSISTANT/CALL-TIME MANAGER, FRAN PERSON FOR CONGRESS
APRIL 2016 – NOVEMBER 2016

- Ran candidate's daily call-time program while assisting with donor management
- Responsible for collecting records of all campaign contributions outside database
- Assisted in building and staffing campaign events on the U.S. East Coast (Charleston, DC, New York, and Philadelphia)

- Worked directly with campaign finance consultant as it related to research and direct solicitation of donors

CONTRIBUTOR, THE CHARLOTTE POST
JULY 2015 – MARCH 2016

- Brainstormed story ideas with editor-in-chief
- Wrote lifestyle and news pieces that were timely and relevant to communities served

EDUCATION

WINTHROP UNIVERSITY, ROCK HILL SOUTH CAROLINA
BACHELOR OF ARTS, POLITICAL SCIENCE

Studied political science and business administration with marketing concentration.

Relevant course work includes Business Communication, Business Law & Ethics, Business and Professional Writing, Global Marketing, and Consumer Behavior.

NOVA SOUTHEASTERN UNIVERSITY, SHEPARD BROAD COLLEGE OF LAW,
FT. LAUDERDALE, FLORIDA
MASTER OF SCIENCE, LAW & POLICY

Studying Law and Policy with a concentration in Education Advocacy.

The following questions may be answered directly on this form, or responses uploaded as attachments upon form submission.

1. With the death of George Floyd the country was thrust into a new civil rights movement. Policing in America was scrutinized even more and even here locally reparations were passed. Please explain if you believe that systemic racism and oppression exist, if yes do you or do you not support reparations and what it all means in the context of equity and inclusion.

Yes, I do believe that systemic racism exists, and like many others in our community, see its effect on our society as a whole every day. I support the council's actions on reparations but would articulate there is only so much the city can do as a singular entity. Homeownership, as well as business ownership, will allow more folks to be included in what most visualize Asheville to be, however, this is the start. We have to give those that we have often left behind the opportunity to be part of us, understanding their needs, goals, and commitments to our society as a whole. The city too has to support and incentivize those organizations that make the effort to celebrate, support, and build diversity within our community.

2. Do you support Black Asheville Demands call for defunding the APD by 50%? If no, please explain why and if yes, what sort of timeline do you envision to reach that goal?

I believe it would be insincere or a misarticulation on my part to the citizens of Asheville, but more importantly to those citizens in our community who look like myself to say I completely agree with a 50% cut to the city's police force. I would, however, articulate that I am for more community oversight in the city's appropriations as it relates to its primary law enforcement agency, a reallocation of personnel funds for the hiring of appropriately trained professionals to assist the Asheville Police Department in responding to certain situations, and the implementation of a civilian oversight board to actively review all accusations of misconduct.

3. Explain why you want to serve on City Council.

While the beginning of what many had dubbed "The Roaring '20s" hasn't been easy, I believe Asheville is still on the move. This council has the opportunity to continue bolstering the growth our community has seen over the last decade while working with our friends and partners at Buncombe County, the Asheville Area Chamber of Commerce, Asheville City Schools, Asheville-Buncombe Technical College, the University of North Carolina Asheville, the Tourism Development Authority, and many others to advance the lives of those currently in our community and to create opportunities for those who wish to come be a part of us.

My desire to join the council stems from a connection and love for the people that make Asheville, Asheville. Every day, I get up and work to advance the goals and mission of the College of Charleston, and previously did the same at the University of North Carolina Asheville. I want to do the same for the citizens of our city, by giving them opportunities to advance in our community.

4. If selected, how do you plan to communicate and work with the other Council members? To help us understand, please give examples of your working collaboratively in the past.

I strive to stay true to my values while maintaining an open mind and a genuine interest in hearing the views of those around me. I think some of the best results are achieved when a group of committed people approaches an issue with the desire to learn from each other and from the community they serve. From my campaign and political committee experience to the work I do currently as a university fundraiser most of the work is collaborative. I think most work well when everyone understands what piece of the equation is theirs to solve.

5. What do you consider the most pressing problem, need, or cause for the citizens of Asheville today? How would you approach its resolution or champion the cause?

As I mentioned, I believe Asheville is on the move, however, I think facing our housing crisis head-on is the most important thing we can do at this time. There are too many who work for the advancement of our community, yet don't have the opportunity to enjoy the fruits of their labor. I'd be a champion for the development of more affordable housing opportunities in central areas around our city, bolstering incentives for green developers, and the addition of more mixed-use developments.