

Small Biz Boot Camp for Entrepreneurs, Freelancers, Clinicians and Non-Profit Innovators

Deborah Armstrong, MA

Deborah is responsible for advancing the philanthropic culture of the University of Denver by strategically driving the University of Denver's major gifts effort, including campus-wide major gift programs as well as college and unit-based development teams. She will play a key role in developing and enhancing relationships with major and principal gift prospects, discovering their philanthropic passions, and aligning them with the funding priorities that are emerging from the DU Impact 2025 strategic plan. Deborah will use her experience in a successful billion dollar campaign to help lead university efforts in preparing and executing DU's next capital campaign.

Deborah joined the Office of University Advancement in December 2016 after 15 years of leadership and fundraising service at Syracuse University. As former Vice President for Development at SU, she was responsible for expanding and implementing development best practices including unifying central and school-based staff in a "One Development" effort. She also led the creation of a regional development and volunteer leadership program that laid the foundation for a successful \$1 billion campaign in untapped markets. In addition, during her tenure with Syracuse, Deborah completed a \$17 million campaign for the Life Sciences Complex as Assistant Dean of Advancement for the College of Arts and Sciences, and she served for one year as interim director for alumni relations. Prior to joining Syracuse University in 2001, Deborah worked in the nonprofit sector for several youth organizations, including the Girl Scouts Illinois Crossroads Council and Big Brothers/Big Sisters.

Deborah holds a bachelor's degree in sociology from SUNY Oswego and a master's degree in philanthropy and development from Saint Mary's University of Minnesota. In her spare time, she enjoys long distance open water swimming and is also a pastel and watercolor artist. Deborah and her partner Mindy Lu live in Castle Rock along with their beloved Collies and Shelties: Zoey, Yuri, Tova and Blake.

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