

Johnny Garvilla

Trust-Based Leader · Advancement Executive · Cabinet Leader · Collegiate Athletics Leader · Amazon #1 Best-Selling Author

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LEADERSHIP PROFILE

Recognized for building trust before making the ask, developing high-performing teams, supporting coaches and frontline fundraisers, and connecting generous people to missions that transform lives.

\$100M+ Philanthropic support, sponsorships, gifts-in-kind, capital investments, and planned giving commitments	\$25M+ Contracts, corporate partnerships and sponsorships, naming-rights agreements, and strategic partnerships	\$60M+ Operating and scholarship budgets managed across institutions	\$100M+ Cumulative economic impact from championship events, tournaments, and major athletics programming
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CORE LEADERSHIP CAPABILITIES

Principal & Major Gifts	Team Leadership & Coaching	Campaign & Portfolio Strategy
Donor Cultivation & Stewardship	Corporate Partnerships	Athletics Philanthropy
Cabinet & Board Partnership	Naming Rights & Facilities	Strategic Planning & Execution

LEADERSHIP IMPACT

- Contributed individually and through teams led to more than \$100 million in philanthropic support, sponsorships, gifts-in-kind, capital investments, and planned giving commitments across colleges, universities, foundations, athletics, and youth sports.
- Negotiated more than \$25 million in contracts, corporate partnerships and sponsorships, naming-rights agreements, and strategic partnerships supporting institutional growth and athlete and student success.
- Managed more than \$60 million in operating and scholarship budgets and helped produce more than \$100 million in cumulative economic impact through championship events, tournaments, and major athletics programming.
- Served on presidential cabinets at Lassen College and Central Christian College, partnering directly with presidents and board members on advancement, foundation, athletics, and institutional priorities.
- Coached and mentored Major Gift Officers in portfolio development, cultivation, solicitation planning, stewardship, and relationship-centered fundraising.

- ♦ Led collegiate athletic departments and supported coaches while aligning athletics with enrollment, philanthropy, student development, institutional visibility, and mission.
- ♦ Authored Earn the Ask, an Amazon #1 Best Seller presenting a trust-based, relationship-first philosophy of philanthropy.

PROFESSIONAL EXPERIENCE

Vice President of Philanthropy

2026 - Present

Greenville University · Greenville, Illinois

- ♦ Coach Major Gift Officers in portfolio development, donor strategy, cultivation, solicitation planning, and stewardship.
- ♦ Help strengthen corporate giving and transition the function to sustainable long-term leadership.
- ♦ Collaborate with the Director of Athletics and coaches on fundraising initiatives supporting institutional and student-athlete priorities.

Associate Director of Athletics, External Affairs

2021 - 2026

Greenville University · Greenville, Illinois

- ♦ Led two athletics facility campaigns and helped secure support for a fieldhouse, athletics museum and hall of fame, locker rooms, stadium enhancements, press boxes, synthetic turf, a performance training center, and an athletics healthcare facility.
- ♦ Established the Orange & Black Athletics Annual Fund and strengthened alumni, donor, and corporate engagement.
- ♦ Mentored Major Gift Officers in cultivation, solicitation strategy, portfolio management, and stewardship.

Principal Consultant

2007 - Present

ProServe Consulting / John Garvilla LLC · Greater St. Louis

- ♦ Advise colleges, universities, nonprofits, and mission-driven organizations on advancement strategy, donor relations, campaign planning, athletics annual funds, corporate partnerships, alumni engagement, and long-term philanthropic development.
- ♦ Created comprehensive development and athletics advancement plans for institutions including Maryville University and Mid-Continent University.
- ♦ Directed major celebrity, alumni, hall of fame, and sports-related advancement events while helping leaders build sustainable systems rooted in trust, mission clarity, and follow-through.

Director of Development, Alumni & Community Relations

2019 - 2020

Lassen College & Lassen College Foundation · Susanville, California

- ♦ Served on the President's Cabinet and partnered directly with the President and Foundation Board on advancement strategy and donor engagement.
- ♦ Created annual giving and corporate partnership and sponsorship programs and secured a partnership with Banner Health.
- ♦ Instituted facility naming-rights opportunities to expand foundation development.

Director of Athletics / Foundation Leadership

2018 - 2019

Central Christian College of Kansas & Foundation · McPherson, Kansas

- ♦ Served on the President's Cabinet and worked directly with the President and board members on athletics, foundation, advancement, and institutional priorities.
- ♦ Developed a comprehensive athletics strategic plan and established an Athletics Annual Fund.
- ♦ Negotiated a 10-year renewable Coca-Cola distributorship agreement, directed the 75th anniversary of intercollegiate athletics, and helped reinstitute the Hall of Fame.
- ♦ Developed and implemented a comprehensive naming-rights program that expanded major gift and donor recognition opportunities.

Director of Athletics

2017 - 2018

Truett McConnell University · Cleveland, Georgia

- ♦ Provided executive leadership for the athletics department and supported coaches while aligning athletics with institutional mission, enrollment, student development, and strategic priorities.
- ♦ Developed an athletics strategic plan and secured trustee and administrative approval for proposals and budgets supporting five new programs.
- ♦ Founded the Student-Athlete Advisory program and strengthened academic monitoring and holistic student-athlete development.

Executive Director

2011 - 2014

St. Louis Youth Soccer League · St. Louis, Missouri

- ♦ Led one of the Midwest's largest youth sports organizations, serving more than 15,000 participants and 1,000 teams annually.
- ♦ Increased enrollment by 25%, oversaw a 104-acre complex with 17 fields, and secured tournaments generating more than \$50 million in cumulative economic impact.

Director of Athletics

2007 - 2009

University of Missouri-St. Louis · St. Louis, Missouri

- ♦ Led the athletics department and supported coaches while advancing enrollment, fundraising, community engagement, student-athlete success, and institutional visibility.
- ♦ Created a corporate sponsorship and naming-rights strategy that more than tripled corporate giving compared with the previous 42 years.
- ♦ Developed the department's first policy and procedure manual and co-hosted the NCAA Division II National Baseball Championship.

Director of Athletics

2004 - 2007

Belhaven College · Jackson, Mississippi

- ♦ Led a department-wide turnaround from zero winning seasons to 17 winning campaigns in three years while increasing athletics-related enrollment by 25%.
- ♦ Built the Blazer Club fundraising and sponsorship program and secured support for synthetic turf football and baseball fields and a performance training center.
- ♦ Negotiated a partnership with the University of Mississippi Medical Center that added two full-time athletic trainers and created the Blazers Built For Others service leadership program.

Director of Athletics Promotions

2002 - 2004

Troy University · Troy, Alabama

- ♦ Built and managed a U.S. Army Recruiting Command partnership and developed a 64,000-constituent athletics communications platform.
- ♦ Coordinated the ESPN March Madness Selection Show featuring Dan Patrick and supported activation for the final Blue-Gray Bowl.

Head Men's & Women's Soccer Coach / Director of Athletics Annual Fund

1997 - 2002

Milligan College · Milligan, Tennessee

- ♦ Won five conference championships, achieved national rankings of No. 10 and No. 11, and earned two Regional Coach of the Year and three Conference Coach of the Year honors.
- ♦ Recruited and developed three future FIFA World Cup participants, two Olympians, and 12 All-Americans.
- ♦ Revitalized the Buffalo Club annual fund and led fundraising for a new two-field lighted soccer complex.

ADDITIONAL BUSINESS LEADERSHIP

- ♦ Regional Sales Manager, Battery Outfitters (2020-2021) — ranked No. 1 in new accounts among 12 regional managers during the first month.
- ♦ Regional Sales Manager, MH Equipment (2014-2017) — ranked No. 2 in sales during the second year.

LEADERSHIP THEMES

Trust Before the Ask Builds trust, honors history, and cultivates donor relationships before making the ask.	Institutional Culture Builder Creates systems, annual funds, sponsorship models, and team structures that continue beyond a single campaign.
Coach & Team Developer Known for mentoring staff, hiring strong leaders, and helping coaches see the larger mission of their work.	Mission-First Strategist Connects fundraising, athletics, enrollment, branding, and community engagement around a clear institutional purpose.

SELECTED LEADERSHIP TESTIMONY

- "John is a transformational leader. He is a visionary and knows how to motivate staff and activate the plans of the programs he leads."*

— MARTY SHIRLEY, FORMER ASSOCIATE COACH AND ATHLETICS ADMINISTRATOR
- "John Garvilla was a great AD at Belhaven. He can be classified as a go-getter. We got more done during his tenure than any other time during my eighteen years here."*

— HILL DENSON, RETIRED BASEBALL COACH, BELHAVEN UNIVERSITY

"An instrumental ability that John possesses is his adeptness as a fiscal manager and his ability as a fundraiser."

— DR. JOSEPH COLE, FORMER ATHLETIC DIRECTOR AND FACULTY ATHLETICS REPRESENTATIVE

"He has the gift of leadership, and his dedication to the moving pieces of fund-raising, mentorship, and holistic athlete development is evident in all that he does."

— DR. HOLLY A. HAYNES, TRUETT MCCONNELL UNIVERSITY

"For nine years Coach and Kim have answered every email, every phone call, listening and providing wisdom with the continual reminder to put God first."

— AUTUMN LETENDRE, GOLD STAR SPOUSE AND NONPROFIT LEADER

EDUCATION

Winthrop University

Rock Hill, SC

Master of Arts in Teaching, Social Sciences (M.A.T.)

Bachelor of Science in Business Administration (B.S.)

THOUGHT LEADERSHIP & SERVICE

Author, Earn the Ask — Amazon #1 Best-Selling Book

Founding Board Member, Fellowship of Christian Athletes

Board Member, First Baptist Church Academy

Christian Business Men's Connection

Legacy Builders

CURRENT AUTHOR & SPEAKING PLATFORM

Author of Earn the Ask, an Amazon #1 Best-Selling book on trust-based, relationship-first fundraising, donor stewardship, and mission-driven generosity. Available for consulting, leadership advising, fundraising strategy, advancement team coaching, and speaking engagements for schools, universities, nonprofits, ministries, and athletics organizations.

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