



**Pinky Vincent** has results-based experience managing a nonprofit, including program development, fundraising, marketing/communications, impact measurement, volunteer engagement, advocacy, finance, and business strategy.

Pinky works with the Police Athletic League (PAL) which serves more than 20,000 youth in New York City. Among her many roles, she leads institutional giving, online donor communications such as social media and blogging, and strategic volunteer engagement efforts. Pinky expanded PAL's social media presence and launched the nonprofit's online advertising efforts. Under her leadership, PAL's social media channels such as LinkedIn and Twitter have seen double-digit growth in followers.

Prior to joining PAL, Pinky worked with Citizens Committee for New York City, which supports volunteer-led neighborhood groups working on community improvement projects. She led a Robin Hood-funded citywide campaign to link new filers to free tax preparation sites, public benefits and financial education. Under her leadership, the three-year campaign obtained \$11 million in tax refunds for 10,000 low-income families, many of them being first-time tax filers.

Pinky was promoted to lead public funding/lobbying/advocacy, public relations, partnerships, and business operations. She played a key role in launching online donor communications and producing Citizens Committee's promotional videos.

In addition, Pinky is an active member of AFP-NYC. She participates in IDEA, Communications and Membership Engagement committees. Pinky launched the popular AFP-NYC's LinkedIn page last year. Since its launch in April 2018, the number of followers has increased from 10 to more than 300. The average engagement rate for the LinkedIn updates is 7%.