

Lowery McNeal

(b)(6)

CAREER SUMMARY

Digital Associate

Biden-Harris 2020 / Virginia Coordinated Campaign // Virginia // August 2020 to November 2020

- Built ThruText & ThruTalk text and phone outreach program which consistently accounted for 60-75% of VA campaign-wide IDs from Aug. to Nov.; planned & completed 2.5 passes of entire state contact universe.
- VoteByMail, Early Vote, Vote in Person, Persuasion, Policy Point, Issue Survey scripts created for texting and phonecall programs; updated trainings for all scripts and weekly issue updates; 4100+ phone shifts & 673k+ calls made; 9.6 million texts sent, average 5% contact rate (higher than national avg).
- Adapted trainings and outreach talking points for VA volunteers also serving in other states.
- Volunteer management lead for 10.5k+ virtual volunteer shifts: created and led phone, text, & tech trainings; created digital resource toolkits weekly; adapted policy briefs to outreach scripts & trainings.
- Developed and managed Volunteer Captain program (30 people): Captains ran all daily textbanks for final 2 months of campaign and each served 20+ hours a week; dev't included training and tracking process, scheduling, team meetings, maintenance 1:1s, skill escalation curriculum, tech & policy resource creation.
- Developed VIP text and calling team (99 volunteer leaders) who served 10+ hours a week: dev't included ongoing training, daily quality tracking, culture building / accountability, reshift and recruit tracking, quality control sweeper process creation, script and policy trainings.

Regional Organizing Director

Organizing Together 2020 // North Carolina // April 2020 to July 2020

- Field Director for Coastal Region; Digitally managed team of 8 organizers -- half new to organizing, mix of people with campaign experience and community leaders with decades of local impact; led recruitment, interviews, and HR onboarding process for all regional hires.
- Built and executed new virtual organizer training & targeted digital plans for leans-red and purple counties for 2020 campaign; worked with local coalitions on county-level digital plans.
- Trained team to effectively use organizing metrics, campaign technologies, new digital organizing tactics, & create virtual volunteer experiences; Mobilize & Facebook event management.
- 1000+ training & 600+ volunteer shifts; targeted to low-participation areas, rapid response around current events of 2020 (racial justice, essential worker safety, economic inequality, virtual education), team hosted 30+ events every month.
- Organizing Dept liaison to Communications Director, press project planning & talking point creation.

Community Organizer

Elizabeth Warren for President // North Carolina // November 2019 to March 2020

- Represented Warren campaign in Greensboro/Winston-Salem/Triad region (12 counties) at community events; local political outreach & communications; identified 12 endorsement & 360+ volunteer prospects.
- Lead for local coalitions management with constituencies, 7 county parties, and 7 university groups; led policy discussions, trainings, endorsement meetings.
- Planned and led 40+ events to recruit volunteers, expand base, train & activate volunteers, then transition to distributed outreach; created graphics and digital content for all events.
- Regional policy and training lead; created content and talking points for all regional training events.
- With distributed program: made 500+ recruitment calls a week, planned and launched canvasses; knocked doors weekly, assisted with turf mapping.

Recruitment Director

Impact America // Birmingham, AL // July 2017 to August 2018

- Created new recruitment infrastructure and managed outreach for multi-state AmeriCorps program that engaged 600+ volunteers and 80+ employees in financial, health, and educational programs.
- Connected with community partners to expand nonprofit services to 40,000 more families in TN, SC, AL, and prospective projects in NC & AR.
- Contact for media and press events; liaison for fundraising and partner events; assisted in planning and executing several partner and fundraising events that raised 50%+ of operational budget.
- Conducted interviews with hundreds of applicants for AmeriCorps and staff positions; created new interview compliance and tracking system for the nonprofit.
- Assisted with website and some social media account management; managed MailChimp email fundraising program; created graphics and content for all platforms.
- Manager of AmeriCorps Member Development projects and HR compliance for 37 members, including inclusion trainings, policy discussions, HR expansion, relocation logistics, town halls with directors.

FocusFirst Director

Impact America // Birmingham, AL // July 2016 to July 2017

- Managed vision screening program that served over 87,000 preschool-aged children in AL, FL, TN, SC, NC, and PA; direct management and training of multi-state team of 5 coordinators; lead contact for vision care providers and 1500+ child-care providers, including Head Start coalitions in multiple states.
- Supervised and trained FocusFirst staff on all internal procedures; trained AmeriCorps members university volunteers conducting screenings and follow-up data processes; supervised travel and budgets for all states (FocusFirst operational budget almost \$1million a year)
- Organized screening result data; improved data process & introduced new Zoho data software; provided report information for grant-funding sources; provided report information and assistance for partner organization that facilitated vision care access.
- Administrator for federal CNCS compliance; training lead for largest IRS VITA program in the US through SaveFirst; administrative and compliance assistance for SaveFirst and SpeakFirst initiatives.
- Liaison with multiple statewide healthy and education agencies, including AL Office of School Readiness, HeadStart coalitions in TN, AL, and FL, statewide CHIP programs.

FocusFirst Coordinator, AmeriCorps VISTA

Impact America // Birmingham, AL // July 2015 to July 2016

- Organized, scheduled, and supervised vision screenings for more than 42,000 preschool-aged children in every county of Alabama.
- Daily phone, email, and mail outreach to childcare providers, healthcare providers, and community members; data management; resource creation.
- Received IRS certification and provided free tax preparation services to individuals and families with SaveFirst initiative.
- Led dozens of volunteer and staff trainings on FocusFirst vision screening protocol and IRS VITA tax preparation processes
- Provided support for SpeakFirst debate program and judged at state tournaments; created & led trainings on classroom management and communication.
- Completed 1700+ hours of AmeriCorps volunteer work and met all AmeriCorps compliance standards.

Living Democracy Fellow

David Mathews Center for Civic Life // Auburn, AL // Aug. 2013 to Aug. 2014

- Jean O'Connor-Snyder intern for civic life in Alabama
- Developed and implemented projects -- including youth issue forums, voter registration, and cultural / environmental tourism venture at state archeological park -- with partners in Auburn & Selma, AL.
- Authored 15 articles for statewide news outlet and featured in US News.

EDUCATION

- **MS Comparative Social Change**

Trinity College Dublin & University College Dublin // Dublin, Ireland

August 2018 to August 2019 // *First Class Honors*

- **BA History**

Auburn University // Auburn, Alabama

August 2011 to May 2015

INVOLVEMENT

- **Leadership Alabama** // *Alabama Leadership Initiative (ALI) Class I, 2017-2018*
- **Democrats Abroad - Ireland** // Member and Volunteer, 2018-2019
- **UMC North Alabama Conference** // Healthy Congregations Operations Team, Aug. 2016-Aug. 2018
- **Alabama Humanities Foundation** // Young Professionals Board, Jan. 2018 - Aug. 2018
- **Literacy Council of Central Alabama** // Adult Literacy Tutor, Jan. 2017 - Aug. 2018
- **Tuskegee-Auburn Women's Leadership Alliance** // Inaugural member, 2015
- **National Coalition for Dialogue and Deliberation** // Annual Conference presenter, Aug. 2014
- **Gulf South Summit** // Panelist, Spring 2014
- **Appalachian Regional Commission** // Program participant and conference presenter, Fall 2013