

**Natalie Farrar Adams**  
**Chief External Relations Officer**  
**Girl Scouts of Greater Los Angeles**

As Chief External Relations Officer, Natalie Farrar Adams oversees the marketing, communications, fundraising, and legislative advocacy for Girl Scouts of Greater Los Angeles (GSGLA). Since joining GSGLA in January 2017, Natalie has brought a results-oriented approach to leading her division, focusing on increasing the council's brand relevancy and strengthening constituent relationships with organizational partners, philanthropic funders, and individual supporters.

Over the course of her professional career in the nonprofit and education sectors, Natalie has consistently demonstrated a talent for community outreach and fostering a culture of philanthropy within organizations. She is an accomplished executive leader offering over twenty years of experience in team management, with a proven track record of "normalizing" fundraising as a key element to any nonprofits' success, fostering board leadership and strengthening volunteer development, and implementing strategic planning initiatives and change management.

Prior to joining GSGLA, Natalie served as Director of Parent Engagement and The Scripps Parent Fund at Scripps Women's College in Claremont, where she led staff in parent-focused communications, fund development, volunteer management, events management, and donor stewardship. She also participated in a \$175-million, seven-year campaign and oversaw a strategic giving program that saw a 10% increase in annual giving in her first year. Before Scripps College, Natalie served in several leadership roles at nonprofit organizations: Senior Development and Communications Officer for Descanso Gardens in La Canada Flintridge; Director of Development for Bright Star Schools in Los Angeles; Vice President of Resource Development at United Way of Tri-State in New York City; and Director of Development at Harlem RBI (Reviving Baseball in Inner Cities), now known as DREAM, in East Harlem, New York.

A Girl Scout alumna originally from San Gabriel Valley, Natalie holds a Bachelor of Arts in English Writing and Studio Arts from Loyola Marymount University and a Master of Public Administration from New York University's Robert F. Wagner Graduate School of Public Service.