

Kim Mougengel



Kim Mougengel brings to the firm more than 13 years of experience in development, alumni relations, and annual giving in healthcare, academic medicine, and higher education.

Prior to joining GG+A, Kim served as the Director of Annual Giving and Alumni Relations at the Penn State Milton S. Hershey Medical Center, where she oversaw annual giving, direct mail, third-party fundraising, cause marketing, and alumni relations activities. At the Hershey Medical Center, Kim shifted annual giving staff focus to frontline leadership level fundraising, raising more than \$700,000 in six targeted campaigns. Kim also led a complete overhaul of the Medical Center's Grateful Patient program.

Kim came to the Milton S. Hershey Medical Center from the Dana-Farber Cancer Institute, where she was a special projects consultant and previously an Associate Director in Annual Giving. At Dana-Farber, Kim helped conceptualize and launch the *Gene Display* campaign, a robust leadership annual giving naming opportunity, which has brought in more than \$3 million in unrestricted funds. Kim also cultivated the Dana-Farber Leadership Council, a portfolio of 150 highly engaged Boston-area volunteers, which under her management increased fundraising dollars by 32% within two years. Kim was responsible for developing comprehensive solicitation and stewardship strategies for special constituency programs, including the President's Circle Giving Society, the Dana-Farber Leadership Council, the Grateful Patient program, and more. In addition to writing two private foundation proposals that secured \$34,000 in unrestricted funding, Kim developed a year-end personal outreach renewal strategy for 800 leadership-level LYBUNTs and the blueprint for the annual corporate giving program.

Kim has also served as Development Officer for Special and Institutional Events at Nevada Cancer Institute, where she planned more than 25 events per year for donors, prospects, volunteers, and staff. She was integral to soliciting corporate sponsorship for *Rock the Cure*, Nevada Cancer Institute's signature annual fundraising gala. During this time, Kim secured the lead \$50,000 sponsorship from OMEGA, the Swiss luxury watchmaker, in addition to other corporate donations. Kim also developed and produced content for the Institute's electronic newsletter, as well as marketing collateral, netting \$30,000 from a direct mail campaign with a 9% response rate from lapsed donors and prospects.

Kim graduated from the University of New Hampshire with a Bachelor of Science in Communications Disorders and Sciences in 2001.

During her tenure at GG+A, Kim Mougenel has provided counsel to the following client institutions:

Carnegie Mellon University

Dartmouth College – Tuck School of Business

Middlebury College