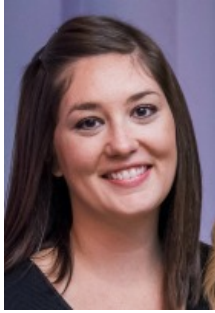


Trina Kats



Trina Kats serves as Client Engagement Manager for the Analytics Practice Area, providing support to the firm's DonorScape® clients and for other Analytics products. Trina's experience using data analytics and communications to drive innovative fundraising solutions contributes to GG+A's brand of rigorous, insightful analysis that helps clients meet ambitious philanthropic goals.

Prior to joining GG+A, Trina served as Director of Fundraising Operations and as a Development Officer, helping exceed the \$4.5 million annual fundraising goal of the Daniel Murphy Scholarship Fund in Chicago. As a Raiser's Edge power user, Trina devised data strategy, architecture, and process improvements; executed all donor segmentation; and analyzed key performance indicators to support fundraising efforts. She also made innovative strides in the operations of the Scholarship Fund to enhance donor experiences by launching new systems and operational solutions; implementing an event management tool and integrated email marketing module; and managing on-site event fundraising.

As the Development Manager for Providence St. Mel School in Chicago, Trina helped the school meet and exceed its \$5 million annual fundraising goal through annual giving, communications and donor stewardship efforts. Among the initiatives that she spearheaded for the school, Trina launched a donor stewardship program, including the installation of the donor recognition wall, an auditorium memorial seating campaign, and an annual donor appreciation event.

Trina spent several years living abroad, studying in Sydney and Paris, and working as an English teacher at the Korea Poly School and at the Chungdahm Learning Institute in Seoul.

Trina holds a Bachelor of Arts in Sociology and Global Studies from North Park University.