

Jennifer A. McDonough



Jennifer A. McDonough, Senior Vice President, has more than 35 years of experience in the advancement and development profession incorporating university leadership positions and consulting services focusing on campaigns; advancement, development, and alumni and constituent relations program planning, implementation, and evaluation; and internal and external leader and partner engagement.

As a former executive associate with the full-service fundraising consulting firm of Bentz Whaley Flessner, Jennifer served a broad and diverse range of nonprofit institutions and organizations across the country in public and private higher education, academic medicine and healthcare, arts and culture, and community service sectors as well as foundations and non-governmental organizations. In this capacity, she provided comprehensive and program-specific fundraising consulting services for nonprofits with campaigns ranging from \$100 million to \$1 billion and higher.

Jennifer brings extensive experience and expertise in the strategic prioritization and articulation of funding priorities; campaign planning and feasibility studies; campaign planning, preparation, execution, and evaluation; annual giving, major gift, and planned giving programs; alumni relations program reviews and implementation; planning methodologies, performance metrics, and dashboards for teams, programs, and campaigns; talent development and staff training; internal leader and partner cultivation and solicitation orientation and involvement; and both standing and campaign-specific board, committee, and advisory council leadership development and engagement.

Jennifer has also held leadership positions within higher education institutions including her appointment as vice president for university advancement at the State University of New York (SUNY) at Buffalo where she led a team of nearly 100 staff; provided direction and coordination for advancement teams and programs supporting 13 academic units, athletics, libraries, and honors; and integrated central advancement programs in alumni relations, annual giving, planned giving, corporate and foundation relations, prospect research, donor relations and stewardship, and development communications. During her tenure, she provided leadership for the final phase of the largest comprehensive campaign in the University's history and the SUNY system at that time. At The University of Vermont, Jennifer served as vice president, development and alumni relations where annual philanthropic commitment targets were exceeded under her leadership. Just prior to joining GG+A, Jennifer served as vice president for development and alumni engagement at Stevens Institute of Technology.

Earlier in her career, she served as director of development for the School of Management at the University of Massachusetts Amherst and was one of the initial unit-based development officers recruited for a strategic pilot program slated for replication within other units and programs across the University; director of development at St. Bonaventure University in conjunction with the University's first major comprehensive campaign; and director of prospect research and subsequently, director of development services at Canisius College.

Jennifer also held positions outside of private and public higher education including her appointments at the Natural Heritage Trust/Artpark in Lewiston, New York, the Indiana Department of Public Instruction, the U.S. Department of Education, and the John F. Kennedy Center for the Performing Arts.

Jennifer holds a master's degree in multidisciplinary studies with a concentration in arts management and a bachelor's degree in art education, both from the State University of New York College at Buffalo.