2020

Virtual Resources for Advancement Professionals

Learning, Coaching, and Counsel Through Challenging Times

www.grenzebachglier.com

Chicago Office

200 South Michigan Avenue
Suite 2100
Chicago, IL 60604

+1-312-372.4040

UK Office

180 Picadilly
London W1J 9HF

+44-(0)20.7917.1758

GG+A
Grenzebach Glier and Associates

Overview

Virtual Workshop Series

A Selection of Current Offerings

Best Practice Coaching and Mentoring Sessions

Thought Partnership for Advancement Leaders

GG+A Consultants

Virtual Resources for Advancement Professionals

Unprecedented Challenges

We're in the midst of unprecedented times. We're facing a global pandemic, an economic crisis and civil unrest. While our nonprofit work is more vital and necessary than ever before, many nonprofit organizations are finding it difficult to achieve success. As the philanthropic community struggles with how to proceed during this challenging time, GG+A is offering guidance, perspective, and proactive partnership. Drawing on six decades of philanthropic advisory leadership, our extraordinary team of colleagues is prepared to assist you in navigating this new terrain.

A New Way to Work Together

To support our nonprofit partners in the weeks and months ahead, GG+A has developed a custom suite of learning and coaching packages for the remote work environment. We have designed these initiatives for a wide range of advancement professionals, including fundraising managers, gift officers, membership and alumni engagement staff, communications professionals, and advancement leaders—both to address near-term anxieties and the long-term need for professional growth and leadership.

As detailed in the following course offerings, we have formulated an initial set of virtual workshops, designed for small groups, as well as a wide range of individual "best practice" coaching and mentoring sessions, which are designed to support advancement professionals in their day-to-day work. We are also offering one-on-one virtual "thought partnership" engagements specifically for Vice Presidents and AVPs. These sessions are structured to help sustain the strength, resiliency, confidence, and capacity of your leadership during these challenging times.

An Open Invitation

We are eager to partner with you and your institutions in all the ways we can, so we also invite you to propose specific topics to us that you do not yet see covered in this document. Our team has been hard at work building virtual session curricula, and we are prepared to tackle any challenge. We have a breadth of experience and skills across our consulting organization, and we are committed to making our expertise available to clients as this remote working environment evolves.

Three Ways of Engaging

1	**Virtual Workshops for Teams**	Designed for up to eight participants, these multipart workshops address your team's most urgent challenges, with a focus on lessons learned from past challenges and novel strategies for the road ahead.
2	**Individualized Coaching on Best-Practice Topics**	Through tailored guidance and in-depth discussion, GG+A's one-on-one virtual coaching sessions are designed to strengthen and reinforce the professional knowledge, confidence, skills—and help raise the productivity—of staff and stakeholder partners throughout your organization.
3	**Thought Partnership for Advancement Leaders**	Designed specifically for senior advancement leaders, GG+A offers ongoing one-on-one virtual consulting sessions to provide feedback, ideas, direction, perspective, reassurance, navigation, and honest advice as trusted partners. We are determined to help you address the strategic, tactical, financial, operational, and personal dimensions of sustaining your advancement program amid unprecedented challenges.

Details of Our Virtual Work with Clients

- GG+A's remote engagements are structured in one-hour sessions conducted remotely by Zoom, Microsoft Teams, or other platforms that may be preferred by clients.
- We believe that our workshops are best suited for four to eight participants; each workshop series includes pre- and post-participation surveys, which are shared with the leadership team.
- All of our workshops are designed to include one-on-one coaching for each participant, with a one-hour coaching session following each session of the workshop. We have found that such mentoring dramatically improves the impact of the group learning sessions.
- We are happy to customize any of the following sessions and series to meet your team's needs.
- Please note the comprehensive listing of our consulting professionals included in this document; some have indicated areas of particular knowledge and experience. Many of our senior-level team members provide counsel across the advancement field.

Contact Us

We welcome the opportunity to work with you. Please contact us at **counsel@grenzglier.com**, call Lauren Haines Walerow, Assistant Vice President and Director of Business Development, at or 312.372.4040, or reach out to an individual consultant to learn more and to get started today.

Program Fees

GG+A's virtual workshops and individual coaching sessions are available in the following price ranges, which vary based on the seniority of our consulting professionals and their billing rates. Lauren Haines Walerow, Assistant Vice President and Director of Business Development, and her team will gladly work with you to build a tailored program of topics and hours to meet your needs. Reach us at **counsel@grenzglier.com.**

Virtual Workshop Series with One-on-One Coaching

Virtual Workshops with Individual Coaching	3-Part Workshop	4-Part Workshop	5-Part Workshop	6-Part Workshop
USD ($)				
Cost for Workshop Sessions	$2,100–$3,300	$2,500–$4,000	$2,900–$4,700	$3,300–$5,400
Coaching for 8 Participants	$9,600–$16,800	$12,800–$22,400	$16,000–$28,000	$19,200–$33,600
Total Cost	$11,700–$20,100	$15,300–$26,400	$18,900–$32,700	$22,500–$39,000
Cost Per Participant (8)	$1,462–$2,512	$1,912–$3,300	$2,362–$4,087	$2,812–$4,875
GBP (£)				
Cost for Workshop Sessions	£1,100–£1,700	£1,300–£2,000	£1,500–£2,400	£1,700–£2,700
Coaching for 8 Participants	£4,800–£8,400	£6,400–£11,200	£8,000–£14,000	£9,600–£16,800
Total Cost	£5,900–£10,100	£7,700–£13,200	£9,500–£16,400	£11,300–£19,500
Cost Per Participant (8)	£737–£1,262	£962–£1,650	£1,187–£2,050	£1,412–£2,437
EUR (€)				
Cost for Workshop Sessions	€2,000–€3,100	€2,300–€3,700	€2,700–€4,400	€3,100–€5,000
Coaching for 8 Participants	€9,000–€15,500	€11,800–€20,600	€14,800–€25,800	€17,700–€31,000
Total Cost	€11,000–€18,600	€14,100–€24,300	€17,500–€30,200	€20,800–€36,000
Cost Per Participant (8)	€1,375–€2,325	€1,762–€3,037	€2,187–€3,775	€2,600–€4,500
CAD ($)				
Cost for Workshop Sessions	$2,800–$4,300	$3,300–$5,200	$3,800–$6,100	$4,400–$7,000
Coaching for 8 Participants	$12,600–$21,600	$16,800–$28,800	$21,000–$36,000	$25,500–$43,200
Total Cost	$15,400–$25,900	$20,100–$34,000	$24,800–$42,100	$29,900–$50,200
Cost Per Participant (8)	$1,925–$3,237	$2,512–$4,250	$3,100–$5,262	$3,737–$6,275
AUD ($)				
Cost for Workshop Sessions	$2,900–$4,600	$3,400–$5,600	$4,000–$6,500	$4,500–$7,500
Coaching for 8 Participants	$13,200–$23,400	$17,600–$31,200	$22,000–$39,000	$26,400–$46,800
Total Cost	$16,100–$28,000	$21,000–$36,800	$26,000–$45,500	$30,900–$54,300
Cost Per Participant (8)	$2,012–$3,500	$2,625–$4,600	$3,250–$5,687	$3,862–$6,787

GG+A recommends that each participant in a workshop series receive one hour of individual coaching following each workshop session. The costs shown above are based on eight workshop participants, which is the maximum number we suggest. We will be glad to customize a coaching package for your team.

Program Fees

Thought Partnership and Best Practice Sessions

Individual Coaching and Counsel Sessions	One-Hour Sessions (USD)	One-Hour Sessions (GBP)	One-Hour Sessions (EUR)	One-Hour Sessions (CAD)	One-Hour Sessions (AUS)
Standard Rate for a One-Hour Session	\$400–\$700	£200–£350	€368–€644	\$525–\$900	\$550–\$975
Discounted Rate (25+ Hours)	\$380–\$665	£190–£333	€350–€612	\$500–\$855	\$522–\$926
Discounted Rate (50+ Hours)	\$360–\$630	£180–£315	€331–€580	\$472–\$810	\$495–\$877
Discounted Rate (100+ Hours)	\$340–\$595	£170–£298	€313–€547	\$446–\$765	\$467–\$829

Please note that we are pleased to offer discounted rates for contracts of 25 or more hours as illustrated above. Again, these rates vary depending on the experience and seniority of each GG+A consultant.

Five-Part Series

Sustaining Your Fundraising Program Amid Challenging Times

Preserving the momentum and morale of your advancement team in the current environment takes discipline, compassion, teamwork, and creativity. This series is designed to support development managers and frontline staff with the immediate challenges of pipeline management, financial projections, open solicitations, and prospect engagement. Facilitated by a GG+A senior consultant, each session offers a chance for your team to tackle specific aspects of the fundraising process.

Session 1

Managing Your Pipeline, Your Team, and Yourself

Disciplined management of a prospect portfolio is the foundation of successful major gift work. Even in a dramatically disrupted environment, we can continue to engage our donors—and our colleagues—with empathy, confidence, and authenticity as we work through every stage of the gift cycle.

Session 2

Staying Connected with Donors Remotely

The global pandemic made many of our routine donor engagement practices impossible. Without travel, events, and face-to-face visits, our teams have to rely on creative and alternative ways to engage individual donors, volunteer leaders, and constituencies at large.

Session 3

Qualification and Cultivation Strategies

The fundamental work of identifying a donor's capacity, values, affinity, and inclination—and aligning these with our institutional priorities—can and should continue as we engage with our constituents throughout these challenging times. The insights we gain today will strengthen our relationships and our gift propositions tomorrow.

Session 4

Continuing Current Gift Conversations

Although times are uncertain, we need to be prepared to continue existing gift conversations with our donors. By staying in close communication, being sensitive to personal circumstances, and ensuring that our prospects are equal partners in every step of the process, we will continue to secure essential and transformative gifts.

Session 5

Donor Stewardship

Demonstrating the tangible impact of donor support is more crucial than ever. To ensure that our donor communities stand with us throughout these crises and remain committed in the future, our teams must deliver powerful, personal stewardship that speaks to all levels of supporters.

Series Facilitators: Andrew Allred, Chris Begley, Keith Brant, Suzanne Hilser-Wiles, Pete Lasher, Rod Kirsch, Jim McKey, Jeff Nearhoof, Bob Ramin, Eric Snoek

Five-Part Series

Communicating During Turbulent Times

Advancement teams have had to adjust their tactics in the wake of these challenging times to engage stakeholders and advance the mission of their organizations through philanthropy. Donors, alumni, grateful patients, members, and friends all need to know that you care and that they matter. The desire to engage and to give has not changed; it's our approach that must adapt. Join GG+A's seasoned communications consultants for a short course on "back-to-basics" fundamentals, with insight into lessons learned from past crises and novel strategies for today's environment.

Session 1

Best Practices and Current Strategies in Crisis Communications

Crises hit every organization; it's how you respond that matters. Examples from a range of nonprofits will frame our discussion of lessons learned and how to apply them today.

Session 2

Sharpening Your Messaging

Challenging times call for large and small changes to messaging. In this session, we will discuss how the current climate call for honing your message and elevating your storytelling to help maximize fundraising success.

Session 3

Defining and Describing Your Impact

Donors want to know the impact of their giving, but defining impact is not always easy. We'll look at examples of compelling impact stories and statements and share a framework for how to demonstrate philanthropic impact in this moment and beyond.

Session 4

Leaning into Annual Giving

Now is not the time to slow, or stop, your annual appeals and leadership annual giving programs. If anything, it's time to double down. We'll discuss timely, sensitive, and creative strategies for continuing—and even strengthening—your annual giving program.

Session 5

Developing Concept Papers and Gift Propositions

During both challenging times and blue-sky days, one key to inspiring giving is a proposition that is clear, compelling, and tied to an institution's vision and strategic imperatives. We'll discuss key elements of gift propositions and how concept papers can be used to clarify our thinking—and inspire our donors.

Series Facilitators: Chris Begley, Melinda Church, Dan Lowman, Rod Kirsch, Stacia Pelletier, Bob Ramin, Jason Shough

Five-Part Series

Adapting Your Approach to Prospect Engagement

In uncertain times, experienced fundraisers need to strengthen their core capacities and prepare for their return to the field stronger than ever. Ongoing dialogue with prospects is essential; yet today's messages need to comfort, offer perspective and direction, and help make some sense of this moment. In this series, expert consultants help fundraisers become more intentional about defining their outreach plan by diving into their prospects' giving histories and honing their individual donor strategies.

Session 1 **Assessing Active Prospects**	Given that most fundraisers are not currently traveling, fundraisers have a unique opportunity to thoughtfully analyze each of their assigned prospects' engagement and giving histories. Armed with this refreshed data, gift officers need to develop individual donor strategies, identifying monthly substantive interactions for each prospect over the next six to nine months.
Session 2 **Employing Stewardship as Cultivation**	This is an ideal time to focus on stewardship, but development officers and donor relations teams should also be positioning donors for their next gift. Staff needs to ensure that previous gifts are fulfilling the donor's intention by demonstrating the tangible and meaningful impact of philanthropic support.
Session 3 **Deploying Programmatic and Volunteer Leadership**	Times of uncertainty can spark rebirth, repositioning, and growth. In this session, we look at strategically redesigning engagement strategies and relationship building exercises that give programmatic and volunteer leaders meaningful roles. Learn how to help the organization weather the storm and come through the current crisis even stronger.
Session 4 **Developing Mission-Driven and Relevant Gift Propositions**	Gift propositions that attract major philanthropy must tell a story while articulating the specific opportunity that we want our prospects to invest in. Right now, it is crucial to review current gift opportunities, evaluate whether they need to be altered while staying true to your institution's core mission, and anticipate how these changes will impact your outreach.
Session 5 **Continuing Gift Discussions in a Time of Uncertainty**	Donors will continue to make gifts at the six- and seven-figure levels, though they may adjust the level and schedule of their giving. Rather than postpone solicitation conversations, we can ask donors for permission to discuss their philanthropy during this period of uncertainty. This session will arm you with a set of techniques and questions to guide these discussions.

Series Facilitators: Andrew Allred, Keith Brant, Marcia Crawley, Elizabeth Kolb Farr, John Kudless, Pete Lasher, Shelby LaMar, Jim McKey, Jeff Nearhoof, Al Novak, Eric Snoek

Four-Part Series

Crisis-Response Strategic Planning

Amid the current crises, nonprofit organizations will need to reassess their strategic planning priorities in response to a new set of competitive realities. The dynamics of the competitive market are already changing dramatically, especially as smaller community nonprofits respond to the existential threat of the public health and economic crises, as well as civil unrest, by seeking "survival" philanthropic support from the same donor base. Some donors will be influenced by institutional competencies that rise to the level of COVID-19 solutions. Some donors will be influenced by non-traditional gift propositions that break through the clutter of claims of "extraordinary" needs. How can your organization address these new competitive realities—in the current moment and into the future?

Session 1

A situation analysis to identify emerging issues

This fact-based, strategic planning tool provides client leadership with a disciplined approach to identify the myriad ways the current crises are impacting your organization's strategic drivers and, in turn, how these drivers are reshaping institutional priorities.

Session 2

A facilitated discussion to realign resource needs with strategic priorities

As strategic priorities are modified to respond to the current crises, resource needs will change and so will gift propositions to support those needs. Informed by the situation analysis, institutional and advancement leadership responsible for fashioning the organization's strategic plans will participate in a virtual group discussion to conceptualize compelling, new gift propositions.

Session 3

A facilitated discussion to identify non-traditional fundraising strategies

This year has driven many nonprofits that previously viewed each other as philanthropic competitors to turn to collaborative ventures such as community-wide "Giving Days" to make public appeals. Community-based foundations are making similar appeals. Are there new strategic opportunities for clients to consider in formulating community outreach strategies?

Session 4

A facilitated discussion to address post-crisis planning challenges

Unprecedented new demands impacting our client institutions will require corresponding strategic planning responses on many levels, both with internal staff and with external stakeholders. It is not too soon to engage in discussions to frame these issues and begin modifying strategic plans to address these challenges.

Series Facilitators: Chris Begley, Ed Caron, Melinda Church, Bob Ramin

Three-Part Series

Philanthropy on the Front Lines: Fundraising in Academic Medicine Amid a Public Health Crisis

This series supports development managers and frontline staff with the immediate challenges of fundraising for urgent COVID-19 research and patient care needs at their institution and in their communities. Facilitated by GG+A's senior consultants, each session offers a chance for your team to develop a philanthropy action plan in response to the current pandemic, with a special focus on connecting with donors who are positioned to make a substantive difference and on supporting research and healthcare heroes on the front lines.

Session 1

What does my institution need in the fight against COVID-19?

We'll identify your institution's urgent needs in research, patient care, and material support related to COVID-19 and will build a menu of tiered support opportunities from those needs. Participants will leave this session with tools for asking both donors and institutional leaders to help their community move forward. We know that donors are asking how they can help. We need to be ready to answer that question. We also need to be ready to tackle internal institutional challenges to redirecting fundraising efforts.

Session 2

How do I solicit gifts for the fight against COVID-19?

We'll discuss strategies and best practices for connecting with donors and prospects during this uncertain time. Over-the-transom opportunities for game-changing support are out there and have the potential to make a lasting difference: How do we navigate institutional barriers and other challenges to help bring in support that might be coming from unexpected directions? This is the time for gift officers to be at their best—empathic, candid, and ready to engage donors and prospects for the sake of their communities.

Session 3

How do I support my faculty/physicians during this crisis?

We'll review best stewardship practices that apply to gift officers' work with faculty/physicians during the present crisis. We'll generate specific ideas for how gift officers can provide practical and moral support to health care workers on the front lines at our respective institutions. This is an opportunity for gift officers to strengthen their relationships with faculty by thinking ahead. The insights we gain today will strengthen our relationships with these key leaders tomorrow.

Series Facilitators: Suzanne Hilser-Wiles, Jeff Nearhoof, Stacia Pelletier, Al Novak

Four-Part Series

Strengthening Gift and Estate Planning Amid Multiple Crises

Planned Giving is one of the most powerful tools donors can use to make a lasting impact on the mission driving organizations they support and cherish. And yet gift officers can be reluctant to initiate planned giving conversations due to a lack of knowledge around giving vehicles, fear of offending prospects, or appearing tone deaf to larger crises happening in the world. In this four-part series, our planned giving experts with decades of experience lead timely, virtual workshops focused on sharpening gift officers' planned giving skills in ways that honor and respect donors and advance these important relationship-building conversations.

Session 1 **Initiating Legacy Conversations**	Planned giving conversations often do not occur in the course of major gifts conversations. That's often because a major gift officer does not know how to broach the conversation and make an ask. In this session, we provide a framework for initiating planned giving discussions and the cues and clues you can look for to see if the time to have that conversation is now.
Session 2 **Planned Giving Vehicles**	Charitable gift plans come in many forms and vehicles, some that can provide a life income, and it is important to know the landscape of these gifts both for the health of your organization and the financial health and benefit of donors. In this session, we'll discuss the mechanics of the different charitable gift plans and how you can remove the mystery for donors by exploring tax-wise strategies that accommodate personal and family priorities.
Session 3 **Following a Prospect's Lead in Planned Giving Conversations**	Planned and legacy giving conversations require the utmost empathy and sensitivity on the part of the gift officer. That's why follow the lead of your prospect is often the best approach to planned and legacy giving conversations. In this session, we'll discuss in real time how to initiate, sustain, and solicit planned gifts during a crisis and emerging from one as well.
Session 4 **Fundamentals of Building Complex Gifts**	This session addresses the use of multiple types of assets and structures to fund large-scale gift propositions. How can we introduce this topic with donors? What assets should be considered for such an approach? Where can donors find tax benefits? And crucially, how do we ensure that these complex gifts align with both our institutional needs and the donor's intended impact?

Series Facilitators: Michael Degenhart, Elizabeth Kolb Farr, John Kudless, Jim McKey, Eric Snoek

Five-Part Series

Making Your Prospect Portfolios Actionable

Major gift programs are based on managing a well-curated portfolio of prospects who have capacity and affinity for their organization. Today's fundraisers have a deluge of qualitative and quantitative data to use in creating the best portfolios. With travel and face-to-face meetings on hold for the near future, we all have an opportunity to reevaluate and improve upon our portfolio management and strategic planning. The purpose of these sessions is to help major gift programs best understand how to use what they have to maximize major gift time to work with those prospects who have the most potential.

Session 1

Data Governance: Understanding What and How to Evaluate

In order to manage major gift portfolios, Advancement offices must collect and evaluate data in the same way across the entire major gift program. This session will explore how to quantify qualitative data and use it to manage and balance major gift portfolios.

Session 2

Prospect Research vs. Prospect Management Defined

Major giving programs typically rely on prospect research to validate, segment, and vet prospects for personalized management. Today, prospect research has evolved into one of the main components under the prospect management umbrella. This session will define the differences between the two programs and clarify how each of them is essential in creating individual major gift portfolios and balancing the output across the program.

Session 3

Measuring Moves Management across Multiple Portfolios

In this session, our goal is to identify the standard metrics used to manage portfolios across multiple major gift officers and multiple portfolio types. Does your organization measure success based on time, capacity, cultivation statistics, or a combination of all three?

Session 4

Major Gift Officer Role in Portfolio Optimization

Major gift officers are at the heart of donor engagement, with responsibility for developing qualitative and quantitative cultivation plans and strategies. This session will explore the input major gift officers have into the evaluation of their portfolios and how to keep them optimized (for example, qualification and disqualification metrics, determining annual fund versus transformational giving, etc.).

Session 5

Year in Review and Lessons Learned

Major gift officer portfolio planning does not typically include a review of the past year when strategizing for the next. This session will provide best industry practices for year-end portfolio evaluation, goal setting, and a review of what techniques and engagement strategies worked and did not work in closing gifts.

Series Facilitators: Keith Brant, Marcia Crawley, Richard Geiger, Suzanne Hilser-Wiles, Pete Lasher, Dan Lowman, Paul Mateo, Jeff Nearhoof

Three-Part Series

Discovery During Downtime

With most in-person solicitations on hold, it's an ideal time to focus on discovery work. Fundraisers aren't the only ones tethered to their home offices and laptops; many high-wealth, elusive discovery prospects in our portfolios have time on their hands and may be more inclined to pick up a phone or respond to an email. Similarly, colleagues in prospect management and research likely have fewer immediate assignments. This may be an ideal time to bolster those internal relationships by brainstorming ways to warm up cold leads, or work with your supervisor to develop prospect strategy on disconnected or even disgruntled donors. This series explores creative and unique ways to research, reach out and meaningfully connect to new prospects.

Session 1 **Proactive Research**	Even with the benefit of a prospect research team, frontline fundraisers can accelerate the discovery process by understanding key research tools and strategies. Learn how build up your investigative skills, and how to find and verify important information on your prospects using your database, the web, and your own solid instincts. This is especially valuable for gift officers in programs without assigned researchers.
Session 2 **Leveraging Networks**	A cold call to a CEO's assistant may get you nowhere. But if he uses the same accountant as your campaign chair, you might make some progress. From mastering geo-mapping to connecting the dots at the country club, this session will show you how to leverage your own network—and the networks of your volunteers, leaders, and colleagues—to help you give you an edge at getting in the door.
Session 3 **Reaching Out**	Now you have the home number for a top prospect. What are the first words out of your mouth to keep her on the line? If she doesn't answer, how can you craft that initial email for a good shot at getting a response? What if your colleagues have tried many times or, worse yet, you know she isn't happy with your institution? This session will help you increase your chances getting the discussion going and warming up a cold contact to secure a first-time meeting.

Series Facilitators: Keith Brant, Marcia Crawley, Elizabeth Kolb Farr, Suzanne Hilser-Wiles, Pete Lasher, Jeff Nearhoof

Three-Part Series

Using Benchmarking to Maximize Performance

Is your organization investing time and budget to participate in ongoing benchmarking such as the Voluntary Support of Education (VSE), Association of American Medical Colleges (AAMC), National Association of Cancer Center Development Officers (NACCDO), or Woodmark Group surveys? What return are you seeing on that investment? In this series, a GG+A consultant will help your team learn from the data already available to you through these surveys and think about how to apply those insights to improve productivity and impact across your team.

Session 1

Selecting Meaningful Cohorts

What makes an organization a relevant peer or "aspirant peer" to yours? Fundraising success? Institutional profile or budget? Memberships in the same associations or conferences? In this session we will collaborate to use publicly available data such as Forms 990, IPEDS, or NIH Funding data to identify the institutions with fundraising programs that can serve as models to understand your own, and its opportunities for growth.

Session 2

Accessing and Normalizing Data

In our second session, we will work with the tools already available to your organization to access data from VSE, AAMC, NACCDO, Woodmark, or other surveys. We will review the fields and periods available, determine the availability of current, historical, or "trend" data; learn how to move data from the source database into a working environment, and discuss approaches to mitigate outlier data points.

Session 3

Presenting and Interpreting Data

In our final session, we will consider different approaches to manipulating and displaying data to highlight the distinctive aspects of your program, relative to its peers and/or aspirant peers. These comparisons will reveal areas of both current high performance and future growth opportunity, turning raw data in true insights. We will discuss approaches to presenting these data to staff, leadership, and volunteer audiences to build credibility and inform strategic decision-making.

Series Facilitators: Kyle Gorden, Jeff Nearhoof, Adrian Salmon, Eric Snoek

Five-Part Series

Annual Giving Amid Crises: Keys to Continuity

In good and bad economic times, annual giving forms the bedrock of successful, high-performing fundraising programs. It drives broad engagement in the mission of the institution, educates the broadest community of prospects and donors, and forms a critical pipeline into future major gifts. In this five-part series led by GG+A experts on annual giving, participants will address best practices in annual giving and how to adapt them to the evolving context of the current crises.

Session 1 **Annual Giving in Unprecedented Times**	Now is the time to reevaluate your annual giving program. This session offers the opportunity to look at what you have accomplished in your current fiscal year; evaluate programs you may need to postpone; and brainstorm new and innovative ways to close out the year.
Session 2 **Annual Giving Benchmarks**	Learn how your program compares to other annual giving programs nationally and internationally. Our benchmarking experts will guide you through identifying your strengths and weaknesses and how to get you to that next level of efficacy and success in your fundraising program.
Session 3 **Annual Giving Strategic Planning**	The most successful annual giving programs have responsive and flexible strategies that align with your organization's mission and goals while also being responsive to prospects and donors. In this session, we'll discuss best practices in strategic planning and what to watch out for throughout the year in order to remain agile in achieving your goals.
Session 4 **Driving Donor Attention and Loyalty in Annual Giving**	Annual giving is a crowded field with many institutions vying for our donors' attention. In this session, we'll define best practices in systematically gaining attention and ensuring donor loyalty; and provide you with concrete steps on getting more donors and keeping them.
Session 5 **Annual Giving and the Digital Frontier**	Annual giving involves many platforms, but by far the fastest growing form is in the online space. In this session, you will learn about the various platforms and social listening tools driving online giving, the key metrics that matter, and how you can harness them to maximize your donor support.

Series Facilitators: Elizabeth Kolb Farr, Anne Kohn, Shelby LaMar, Adrian Salmon, Eric Snoek

Five-Part Series

Strengthening Corporate Fundraising

In nonprofit advancement programs, strength in individual fundraising seldom translates directly into strength in corporate fundraising. While related, individual and corporate fundraising are distinct business and operational disciplines requiring different skill sets, metrics, and focuses. In this series, we dig into best practices related to corporate fundraising and work with participants to realign and accelerate their programs to be more effective and efficient in securing corporate philanthropic support.

Session 1

Understanding the Needs and Values of Corporate Donors

Corporations are accountable to three constituencies: their shareholders, their employees, and the public. Understanding how these three groups help shape the values, needs, and interests of corporations is instrumental in working effectively as a corporate fundraiser. In this session, participants will be able to define the needs of these three groups and begin to construct philanthropic value propositions that appeal to each constituency.

Session 2

Identifying the Right Corporate Partners

Like individuals, corporations come in many shapes, sizes, missions, and interests. An effective corporate partner for one institution might be very wrong for another. In this session, we'll present a framework for finding good partners for your institution based on mutual values, aims and mission that you'll be able to use as you look for potential philanthropic corporations.

Session 3

Building Consensus within Your Organization

Unlike individuals, corporations are a collection of people who must come together to make decisions. There is often no one decision maker, rather decisions are made by gaining influence and building consensus. In this session, participants will learn the mechanics of consensus building both within their organizations and in their corporate partners.

Session 4

Mobilizing Partners and Making Good Deals

Getting to a corporate gift agreement is one thing, getting that agreement finalized and signed is another. Much like individual fundraising, attention to detail, structure and process is key to corporate gift solicitation. In this session, participants will discuss the structure of best practice gift agreements and how to avoid pitfalls that can derail a corporate fundraising agreement.

Session 5

Impact, ROI, and Corporate Stewardship

Stewarding corporate gifts is a nuanced process that often requires careful attention an eye to publicity and messaging and a clear focus on return on investment. In this session, participants will discuss and identify the key elements needed to steward corporate gifts and setting the appropriate conditions for obtaining subsequent gifts

---

Series Facilitators: Susan Cruse, Suzanne Hilser-Wiles

Five-Part Series

Rethinking Alumni Engagement

Many alumni programs are steeped in tradition and rely on routine sets of annual programs. However, the 2020 pandemic crisis was the "black swan" event that prompts change in the alumni engagement world for the better, forcing us to create community and develop affinity without the kind of human interaction we've relied on in the past. This is an opportunity for us to reexamine how we do business, rethink how we maximize alumni outreach, and increase the value that our alumni organizations provide the institution.

Session 1

Right Here, Right Now

As we adjust to the new normal, are we focused on the right things? What are alumni looking for? How can we aid our institutions as they adjust their learning models? How will we support the Class of 2020? This session helps alumni leaders reflect on the current moment to determine if they are making the most of the situation, including ideas for deploying staff and resources most effectively.

Session 2

Reflection, Opportunity, and Planning

How might we use the current moment to plan for the short and medium terms, as well as the long term? What have we learned about our work during the pandemic and how might alumni engagement fundamentally change? This session will help alumni leaders consider developing or adjusting strategic plans, alumni engagement campaigns, and metrics for the future.

Session 3

Professionalizing Webinars and Livestreaming

As most engagement goes online, many alumni organizations are scrambling to salvage programs by transitioning to livestreaming and webinars—and encountering new challenges along the way. How do we get streamed events to be as professional and successful as in-person gatherings? How do we maximize the technology to our benefit? This session looks at best practices for remote programming.

Session 4

The Board and Beyond: Engaging Volunteers

Even in normal times—with volunteers spread around the globe, urban traffic presenting travel obstacles, and limitations on our time and budgets—engaging volunteers remotely has advantages. What can we learn from the current crises to inform what we should change for the long term? How might we increase the numbers of volunteers who are helping to advance the institution? This session focuses leaders and staff on new ways of thinking about volunteer engagement.

Session 5

Maximizing Involvement of Faculty and Staff

Alumni organizations everywhere struggle with their relevancy on campus, particularly to administrative and academic leaders. How might we use this moment to rethink our role on campus and the relationships and collaborations we have with others at our institution? This session assists alumni leaders in considering how they can elevate the value proposition of the alumni organization on campus.

Series Facilitators: Keith Brant, Melinda Church, Jason Shough, Megan Williamson

Five-Part Series

Deepening Donor Engagement Through High-Performance Stewardship

The way we can interact with donors is changing, making stewardship more important than ever. This series will position your organization to provide meaningful and rich engagement with your entire donor base. We will focus on creating strategic initiatives to set donor expectations and exceed them, deliver highly tailored and personalized communication, solicit feedback about what donors value most, and measure and track activities with transparent metrics. This is a time to double down on stewardship efforts to deepen relationships with donors at all levels.

Session 1

The Strategic Role of Stewardship

Stewardship programs and initiatives are rooted in a posture of accountability to the donor. This session will examine stewardship best practices and the role of stewardship staff across high-performance programs. We will address the role of stewardship throughout the philanthropic engagement cycle—from setting donor expectations in the solicitation phase to then exceeding those expectations once the gift has been made and leveraging the stewardship of one donor to inspire others.

Session 2 (optional)

Stewardship in Universities and Matrixed Organizations

For matrixed organizations with multiple units, delivering consistent and appropriate stewardship across a complex landscape can be a daunting challenge. This session will address best practices for developing standardized stewardship policies, streamlining general stewardship through central delivery, unit execution of customized stewardship, and central tracking and reporting on all stewardship efforts.

Session 3

Operationalizing Stewardship Strategy

High-performing programs place an absolute priority on the quality of a donor's experience, utilizing simple and clear tools to define, elevate, and strengthen that experience. This session will address recognition levels and giving societies, reporting focused on the impact of gifts, and the strategic use of events. We will also cover stewardship of volunteers and the use of volunteers in the stewardship of others.

Session 4

Donor Engagement

This session will examine strategic efforts that can be used to create easy and regular points of contact with your donors, such as donor concierge services, integrated communications efforts, and digital platforms to facilitate engagement and giving opportunities. We will also cover feedback tools that gather data, allow you to make informed decisions based on donor satisfaction, and help your donors to feel heard.

Session 5 (optional)

Special Events Execution

Events are often the costliest and most time-consuming of our development efforts, competing not only for budget dollars but also the time and attention of frontline fundraisers, faculty or program staff, and institutional leadership. This session will address alignment of priorities for all events, the specialization of roles for team members, best practices for use of volunteers, and managing third-party events.

Series Facilitators: Kyle Gorden, Anne Kohn

Five-Part Series

Establishing the Culture and Practice of Philanthropy

Understanding philanthropy is not innate. Organizations and individuals often resist the idea of pursuing private philanthropic support for many reasons. Whether your issue is seeking funds in a setting where asking for support is unfamiliar or frowned upon, trying to inculcate responsibility for fundraising throughout your institution, bringing a deeper and richer understanding of philanthropy to your team in order to set sights and expertise at a higher level, or beginning a new program, this seminar will give you the tools to move your intended audience to a place of understanding, acceptance, and even enthusiasm for the need and ways to raise significant private support for your mission.

Session 1

Creating a Compelling Philanthropic Proposition

Nonprofits often assume that donors will contribute based on the organization's needs. A fundamental precept of successful fundraising, however, is that donors don't give to need, they give to help achieve a vision. In this session, we'll discuss the elements that make up a compelling proposition and how you can lead your organization to most effectively articulate the value it brings to society in order to make the case that will inspire donors to contribute.

Session 2

Engaging Organizational Leadership

A fundraising program cannot function successfully without the support and involvement of an organization's leadership, including the board, chief executive, and senior program and administrative staff. In this session we will focus on methods of fostering knowledge, leadership, and participation among the internal players who are crucial in building and sustaining a culture of philanthropy.

Session 3

Identifying Your Philanthropic Constituency

How do you find individuals who are interested in supporting your mission? In this session we'll review the first steps in defining and identifying your constituency so that you can begin to build your philanthropic base of leadership and support. We will also cover the cycle of engagement with prospects, designed to give you a framework for engaging, cultivating, soliciting, and stewarding contributions.

Session 4

Designing Your Program

Attracting private support from individuals who care about your organization requires a systematic plan. Goal setting and reporting, annual giving, major gifts, prospect research and management, communications and stewardship are just a few of the building blocks of a successful advancement program. In this session, we'll define the key structures of a nonprofit fundraising plan and help you create a road map for moving forward with your organization's pursuit of private support.

Session 5

Building Your Fundraising Team

In order to operationalize a fundraising program, the right institutional partners have to be on board to move philanthropic discussions forward. In this session, we'll define the key players and roles in initiating a fundraising operation and the types of conversations each person must be involved in to effectively ready your organization to raise private support for your causes.

Series Facilitators: Suzanne Hilser-Wiles, Christine Singer, Eric Snoek

Four-Part Series

Campaigns in Uncertain Economic Times

The crisis presented by COVID-19 is first and foremost a humanitarian one; but along with it comes uncertainty related to the economy, the availability of capital, and the capacity of our donors to accomplish the aspirational and financial goals of our institutions and our campaigns. Whether you are looking at a campaign from the perspective of institutional leadership or the particular goals of a college, school, or departmental unit, this series wIll look at industry best practices and research from past recessions to help you make more informed decisions about your campaign plans.

Session 1

We're in a Campaign—Now What?

As we adjust to the new normal, are we focused on the right things? What do alumni want from us during these times? How can we aid our institutions as their learning models evolve? How will we support the Class of 2020? This session helps alumni leaders reflect on the current moment to determine if they are making the most of the situation, including ideas for deploying staff and resources most effectively.

Session 2

Planning a Campaign

How might we use this period of uncertainty to not only plan for the short and medium terms but also consider the long term? What have we learned about our work during the pandemic and how might alumni engagement fundamentally change? This session will help alumni leaders consider developing or adjusting strategic plans, alumni engagement campaigns, and metrics for the future.

Session 3

Working with Your Board and Volunteers

As engagement goes online, many alumni organizations are scrambling to salvage programs by transitioning to livestreaming and webinars—and encountering new challenges along the way. How do we get streamed events to be as professional and successful as in-person gatherings? How do we maximize the technology to our benefit? This session looks at best practices for remote programming.

Session 4

Compelling Propositions in the Time of COVID-19

Creating messaging that clearly articulates your unique needs in the current situation and the ways in which your program, college, or institution is poised to help address this current crisis and the resounding aftermath takes thoughtful work and powerful language. In this session, we'll take a look at the compelling propositions institutions can make to help us overcome the present moment and lead your community and the world forward during this time of uncertainty.

Series Facilitators: Andrew Allred, Chris Begley, Suzanne Hilser-Wiles, Pete Lasher, Rod Kirsch, Jim McKey, Jeff Nearhoof, Bob Ramin, Eric Snoek

One-on-One Best Practice Coaching Sessions

Through tailored guidance and in-depth discussion, GG+A's one-on-one coaching/mentoring sessions are designed to strengthen the professional knowledge, skills, and productivity of individual staff members throughout your advancement organization. We will gladly work with you to design single-focused sessions or multipart program structures—with accompanying curriculum and readings—that are right for your staff.

Best Practice Topics for Individual Coaching

- Understanding and Embracing Philanthropy
- Building Principal Gift Strategies
- Organizing Philanthropic Priorities Around Institutional Strategic Planning
- Working with Institutional Leadership
- ROI and Making the Case for Advancement Resources
- Advancement and Campaign Budgets
- Major Gift Pipeline and Portfolio Management
- Conducting Discovery During Downtime
- Your Top Three Prospects: Strengthening Strategies
- Donor Qualification and Readiness
- Compelling Cases for Support
- Communication Strategies During and After the Crisis
- Skillful Solicitation
- Structuring Complex Gifts
- Stewardship in These Challenging Times
- Designing and Implementing Virtual Events
- Sustaining and Amplifying Volunteer Engagement
- Formulating Compelling Gift Opportunities with Programmatic Partners
- Leadership Annual Giving by Zoom, Phone, Email, and Social Media
- Online Giving Tools and Techniques
- Building Grateful Patient Programs with Clinician/Scientist Partners
- Screening, HIPAA, and Database Management in Academic Medicine
- Parent and Family Member Fundraising
- Advancement Services Structures and Strategies
- Optimizing Database Management
- Integrating Services and Systems Across Advancement
- Prospect Management Metrics in the New Virtual Reality
- Developing Advancement Systems Requirements
- International Philanthropy
- Taxation and Compliance Issues
- Building Stronger Corporate Philanthropy Initiatives Across Our Campuses
- Foundation and Trust Fundraising
- Donor Advised Funds
- Strategies and Guidelines for Formulating Naming Gifts
- Strategic Alumni Outreach and Engagement: Virtual Tactics
- Donor Due Diligence and Compliance
- Managing Fundraising Boards and Volunteer Leadership Committees
- We are in the Middle of a Campaign—Now What?

Virtual Discussions: Thought Partnership for Advancement Leaders

Specifically designed for senior advancement leaders—including Vice Presidents, Assistant and Associate Vice Presidents, Alumni Directors, Communications Leaders, and Chief Development Officers—GG+A offers ongoing one-on-one counsel to provide dialogue and advice as a trusted partner. Drawing on decades of firsthand experience and wide-ranging expertise across the philanthropic sector, our consultants will help you address the strategic, tactical, financial, operational, and personal dimensions of sustaining your advancement program amid unprecedented challenges.

GG+A's thought partnership engagements are designed as one-hour sessions, which we suggest take place on a weekly, biweekly, or monthly basis with individual members of your leadership team. Please contact us to learn more about how we can support you and your organization through this evolving initiative of virtual counsel.

GG+A Consultants and Areas of Expertise

Andrew Allred

Andrew Allred, Senior Vice President, joined GG+A in 2012 bringing more than 25 years of professional experience in **development, fundraising, and management within higher education, medical, and cultural institutions.**

Andrew leads GG+A's Asia Pacific focus area which brings all of the resources of the firm to **Australia, New Zealand, and parts of Asia** as part of GG+A's heightened commitment to global practice. In addition, he also has an expansive work history in the **United States and Canada** working with his clients to build long-term fundraising success in ongoing development efforts and campaigns through consulting, coaching, and interim management positions. By specializing in a team approach, Andrew has worked with clients to create new staffing models, which in turn help them achieve greater fundraising success. He has extensive experience in the evaluation of current fundraising programs; identification of fundraising opportunities and strategies; organization of fundraising priorities; guidance of planning and execution of major campaigns; and management of all facets of a development program, including planned, principal, major, annual giving and stewardship, advancement services, and donor relations.

Andrew's wealth of experience working with complex universities and healthcare systems, as well as cultural institutions, allows him to understand each client's distinct culture of philanthropy, helping them build accelerated, sustainable fundraising programs.

Andrew has been a leader at GG+A in its **virtual practice** having delivered **gift officer trainings, one to one gift officer and management coaching, and report deliveries** over video feeds since 2016.

Before joining GG+A, Andrew was Vice President for Advancement at **Christian Brothers University (CBU**). There, he was responsible for leading the advancement and alumni departments to establish a culture of continuous process improvement, increased engagement among constituents, and generated strategic five-year plans for the University's annual and capital campaigns. He also solicited and secured the five largest gifts in University history and led his team to a 97% increase in overall giving.

Prior to this role, Andrew served as Director of Development, **Colleges of Medicine, Nursing, and Allied Health Sciences at The University of Tennessee Health Science Center**. Andrew also held a vice president role with the American Heart Association and was a Patient Campaign Director with the National Foundation for Transplants.

Andrew is a graduate of the Executive Class and Fasttrack Classes of Leadership Memphis. He is a current member of the Association of Fundraising Professionals and the Council for Advancement and Support of Education. In addition, Andrew is a graduate of the FBI Citizens Academy. He is also an alumnus of the Memphis Business Journal's Top 40 under 40 community award.

Andrew received a Bachelor of Arts in sociology from the University of Memphis.

Areas of Expertise

- Principal Gift Strategy
- Major Gift Pipeline Management
- Philanthropic Priorities and Institutional Alignment
- Working with Leadership
- Donor Readiness
- Complex Gifts
- Gift Solicitation
- High-Impact Stewardship
- Leadership and Annual Giving Program
- International Philanthropy

Client List

Bob Alsobrook

Bob Alsobrook, Senior Executive Vice President and Managing Director, has more than 40 years of experience leading fundraising programs and consulting with major **educational** and **medical institutions**.

Through his work, Bob has developed extensive skills in managing and directing the **development and alumni programs** of institutions while working closely with **executive cabinets**, **President's councils**, **budget and planning teams**, and **marketing teams**. Bob's professional responsibilities have included management in all areas of development as well as directing **alumni affairs** and **public relations programs**. He has also developed and executed **long-term operating plans** and **fundraising campaigns** for a wide-range of **higher education** and **healthcare institutions**.

Bob served as Senior Vice President for Institutional Advancement at **Union University in Jackson, Tennessee**, and, as Director of the university's Building a Future Campaign, significantly exceeded its goal more than one year ahead of schedule. Previously, he was Vice President for Medical Center Development and Alumni Affairs at **Tulane University** in New Orleans, where he managed medical center fundraising programs for support from all sectors and coordinated fundraising, public relations, and alumni programs for the School of Medicine, the University Hospital and Clinic, and the School of Public Health and Tropical Medicine. Prior to serving as Tulane's Vice President, he was the University's Director of Medical Center Development and Director of the Medical Center campaign.

Before joining Tulane, Bob served at the **University of Chicago** as Director of Medical Center Alumni Development and as Associate Director of Medical Center Development. In these capacities, he played a significant role in the achievement of the Medical Center's Renewal campaign. Bob has also served at the **University of Memphis** (formerly Memphis State University) in the School of Law as Assistant Dean for Administration and Assistant to the Dean, and in the office of the Vice President for Business and Finance.

He has held membership in and maintains professional associations with several national organizations concerned with fundraising, including the Association of American Medical Colleges, the National Association of Cancer Center Development Officers, and the Council for the Advancement of and Support of Education.

Bob holds a master's degree in educational administration, supervision, and economics and a bachelor's degree in economics from the University of Memphis. He completed all doctoral degree coursework and examination requirements in higher education administration and finance at the University of Memphis.

Areas of Expertise

Higher Education
Academic Medicine
Health Care
Alumni Relations
Major Gifts
Operating Plans

Client List


Eastern Illinois University
University of California, Irvine
Bucknell University
University of California, Davis
AltaMed Health Services
University of Northern Colorado
Weber State University
The University of Mississippi
Indiana University Foundation
University of Kentucky
University of Iowa Foundation
University of Northern Iowa
Saint Thomas Health Services
Georgia Institute of Technology
Loyola Marymount University
The University of Arizona Foundation
Minnesota Medical Foundation
Center for Strategic and International Studies
Michigan State University
University of Missouri-Rolla
Vanderbilt University
Thomas Jefferson University
University of Missouri
Temple University Health Sciences
Oregon State University
Hawaii Pacific University
University of North Florida
Clarkson University
Association of American Medical Colleges
LDS Philanthropies
The University of Texas MD Anderson Cancer Center
Northern Illinois University
University of South Carolina
St. Cloud State University
Cornell University
University of Mississippi Medical Center
Florida Atlantic University
Grinnell College
Carnegie Mellon University
Pulmonary Fibrosis Foundation
University of Scranton
Villanova University
University of Florida Foundation
California State University, San Bernardino
Iowa State University Foundation
Stephens College
University of Southern California
Georgetown University Medical Center
Chaminade-Julienne High School
University of California, San Francisco
University at Buffalo, SUNY
Temple University
Colorado School of Mines
Michigan 4-H Foundation
Keck Medicine of USC
Buena Vista University
Brigham Young University
Ricks College
Fordham University
University of Minnesota
The University of Georgia, Terry College of Business
The University of Mississippi Foundation
Macalester College
Beth Israel Deaconess Medical Center
McLaren Northern Michigan Foundation
The George Washington University
American Cancer Society

Debbie Anglin

Debbie Anglin, Consulting Vice President, joined GG+A in 2004, and brings to the firm **more than 36 years of professional experience** in information technology, systems development, and advancement services administration.

Debbie is a successful team leader, leading cross functional teams in the development of practical and sustainable information technology solutions to support all aspects of fundraising programs and operations. Debbie's work with our clients includes evaluation of advancement operations, systems, and reporting solutions. During system implementations, Debbie has worked with clients to **develop data structures and data capture solutions** that allow our clients to monitor key metrics on how their programs are performing. Having an IT background gives Debbie the **ability to work with information technology professionals** translating the business requirements into technical specifications. With Debbie's guidance, clients have **experienced great gains in staff efficiency and better staff utilization** from the automation of intensive manual processes.

Debbie retired from her position as the **Executive Director of Central Development Services at the University of California, San Francisco.** There, she led the Development Services teams, which included Prospect Development, Annual and Special Giving, Information Systems, and Technology and Gift Administration.

Previously, Debbie served as **Director of Information Strategy for the Office of Development at the University of California, Santa Barbara.** In this role, she led a large-scale client/server system implementation and managed the development of system specifications, quality assurance testing, system deployment, system support, and documentation. Using DonorScape wealth screening data, Debbie **designed data mining processes** to uncover new high value prospect to build the campaign pipeline. She also provided strategic analysis on campaign and fundraising progress toward goals.

Debbie is a member of the **Council for Advancement and Support of Education and the Association of Professional Researchers for Advancement**. She has presented on best practices in Advancement Services at both CASE and the Association of Advancement Services Professionals.

Client List

University of Oregon
James Madison University
Rensselaer Polytechnic Institute
California Institute of the Arts
Georgetown University
Emory University
University of Nebraska
Indiana University
Duke Health
St. Cloud State University
University of Oregon
Stanford University
University of Toronto
Lehigh University
City of Hope National Medical Center
California Polytechnic State University, Pomona
The University of Queensland
Free Library of Philadelphia
University of California, San Francisco
Oregon State University Foundation
Indianapolis Museum of Art
The University of Texas Southwestern Medical Center
Children's Hospital of Philadelphia
Notre Dame University
Vanderbilt University
American University
Duke University
Mercersburg Academy
Oregon Health and Science University Foundation
Vanderbilt University Medical Center
Yale University
Kansas State University Foundation
University of Southern California
Case Western Reserve University
Western Michigan University
University of Notre Dame
Pitzer College

Richard Banks

Richard Banks, Consulting Vice President, brings to the firm **nearly 30 years of senior management experience in advancement**, with specialized expertise in strategic planning at the organizational level.

Rick's collaborative approach to strategic planning is grounded in an understanding of effective methods for partnerships among universities' executive and academic leadership. Through his distinguished career, he has developed an **expansive knowledge of all disciplines of advancement services** and operations, including process design, policy and procedures, and system decisions and implementation projects, as well as donor relations and events management.

His background further includes resource planning, organizational design, financing approaches, and change management. His breadth of knowledge of business intelligence functions has led to expertise in developing robust reporting strategies and improved digital approaches for alumni engagement. Rick retired in September 2016 from his position as the Associate Vice President, Alumni Affairs and Development Administration, for **Cornell University.**

As a principle organizer and planner of strategic direction for Cornell for over 20 years, he was responsible for directing and executing administrative operations and strategic and campaign planning in support of the University's fundraising and alumni engagement programs, including the **successful $6.3 billion Cornell Now campaign.** His role also included serving as the senior finance officer and senior administrative officer for the division, wherein he was responsible for managing human resources, advancement services, budget, planning, finance, information technologies, and business intelligence programs.

Rick previously served as Director of Alumni Affairs and Development Services and Deputy Director of University Development at Cornell. He also held the position of Director of Business Operations for Cornell's Division of Public Affairs. Prior to joining Alumni Affairs and Development, he worked for eleven years in the Cornell University Controller's Office, including serving as University Bursar. Additionally, Rick was part of the team that provided design specifications to PeopleSoft for the development of the Contributor Relations product, and he was the Project Director for the implementation of Contributor Relations at Cornell from 2002 to 2003.

Rick's volunteer service includes serving as a member of the Cornell Class of 1972 Class Council and, since January 2012, as a board member for the Community Foundation of Tompkins County, New York. In August 2016, he was elected to the Board of Directors of the Beta Theta Pi Foundation.

Areas of Expertise

Advancement Function Integration
Advancement Services Administration
Assessment of Campaign Readiness and Feasibility
Campaign Planning
Client Service
Human Resources Management
Information Technology and Reporting
Strategic Planning

Client List

Brown University
University of South Florida
Johns Hopkins University
Smithsonian Institution

Chris Begley

Chris Begley, Senior Vice President, has spent her career advancing prestigious arts institutions, including **The Metropolitan Museum of Art** and the **American Academy in Rome**. Chris joined GG+A to bring her deep museum experience to a wide variety of arts and culture clients.

She enjoys collaborating with clients to find solutions to their biggest challenges and brings particular expertise in **program analysis, strategic positioning, identifying opportunities and strategies for growth, and program creation.** Chris also works with a range of clients to develop communications that position them for success with donors. Her work with clients includes **institutional visioning** and **strategic priority setting**; **developing white papers, proposals, and gift propositions; and crafting inspirational messaging for case statements and annual appeals**.

Before joining GG+A, Chris spent three years as the Vice President of Development at the American Academy in Rome, where she oversaw all aspects of fundraising in the United States and in Italy. Prior to joining the American Academy in Rome, Chris enjoyed a seventeen-year career at **The Metropolitan Museum of Art,** at which she occupied a full range of positions. Throughout her career there, Chris was responsible for writing materials on diverse issues for the Museum, including four case statements and public responses to critical events. As Senior Deputy Chief Development Officer for Government and Foundation Giving, she provided strategic vision, leadership, and coordination for all fundraising efforts, and managed over $20 million in grants annually. Prior to this role, she served as **Senior Development Officer for Individual Giving and Departmental Communications**, managing prospects and Major Gifts staff, while developing all campaign fundraising materials for the museum's $900 million capital campaign.

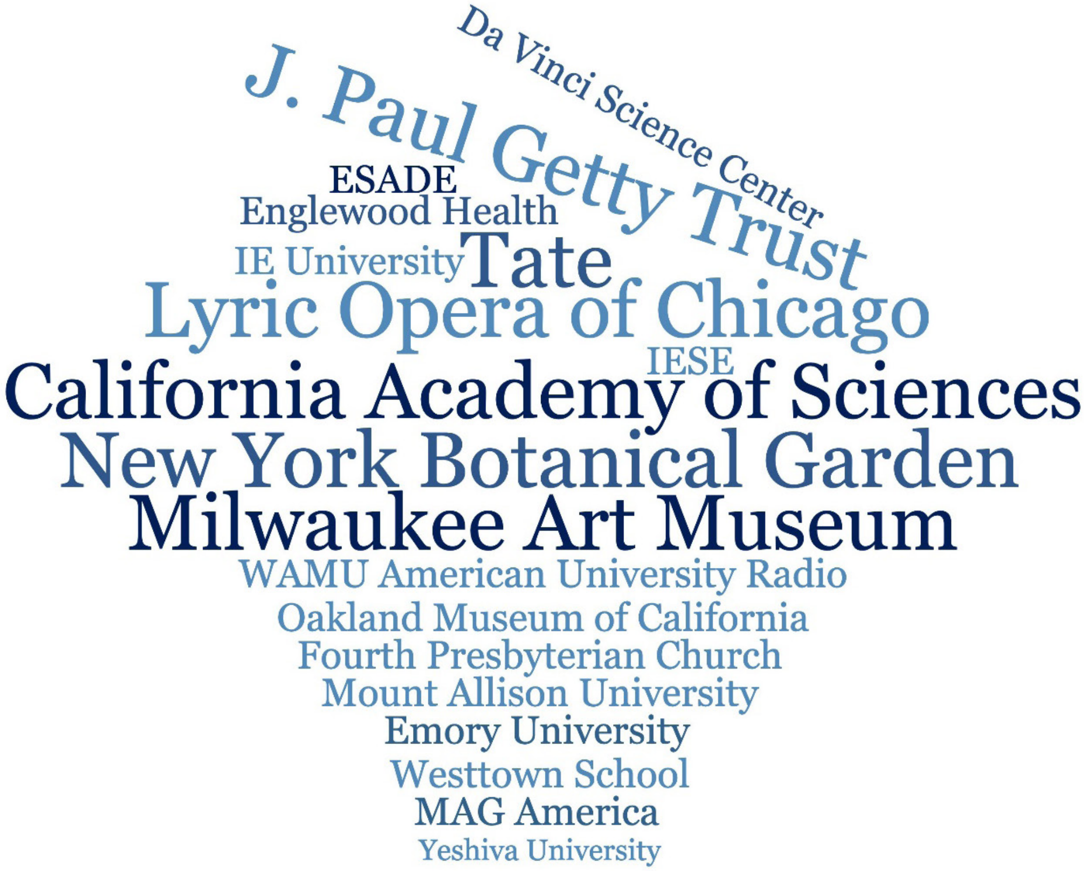
While at the Metropolitan, Chris developed new fundraising initiatives; collaborated with staff throughout the Museum on the analysis of education, conservation, and technology programs; and created the framework for such major initiatives as the **Global Museum Leaders Colloquium** and the **Leonard A. Lauder Research Center for Modern Art**. Chris holds a Master of Arts in Art History from Syracuse University, where she studied Italian Renaissance Art. She earned a Bachelor of Arts in Art History from the University of Texas at Austin with an additional year of independent study at the University of Rome. In 2003, Chris provided research assistance to curator Carmen C. Bambach for the Metropolitan Museum exhibition "Leonardo da Vinci, Master Draftsman."

Chris remains active in the museum field and recently authored the updated guidelines on fundraising for the Association of Art Museum Curators Handbook and is a member of the **American Alliance of Museums**. She is a member of the Teaneck Garden Club and a volunteer for Pony Power Therapies in Mahwah, NJ, an organization dedicated to providing special needs and under-served children and adults a unique opportunity to ride, care for, and interact with horses. She served on the board from 2011-2014

Areas of Expertise

Arts and Culture
Strategic Communications
Case for Support
Development Program Review, Campaign
Assessment
Program Analysis
Strategic Positioning
Program Creation

Client List


Da Vinci Science Center
J. Paul Getty Trust
ESADE
Englewood Health
IE University
Tate
Lyric Opera of Chicago
IESE
California Academy of Sciences
New York Botanical Garden
Milwaukee Art Museum
WAMU American University Radio
Oakland Museum of California
Fourth Presbyterian Church
Mount Allison University
Emory University
Westtown School
MAG America
Yeshiva University

Carey Bloomfield

Carey Bloomfield, Senior Consulting Vice President, brings to the firm more than 25 years of professional experience in development and fundraising with **higher education**, **independent schools**, and **cultural institutions**.

Carey works with clients to build fundraising success in **campaigns** and in ongoing development efforts. She has extensive experience in evaluating current advancement programs; identifying **opportunities and strategies for growth**; organizing **fundraising priorities**; guiding the **planning and execution of major campaigns**; and managing all facets of advancement programs, including **principal and major gifts, planned giving, annual giving, alumni relations,** and **donor relations**. Her extensive fundraising and consulting experience make her particularly qualified to understand the distinct culture and opportunities at a wide range of institutions, from complex **public university systems** to **private colleges**, independent schools, and cultural institutions.

Before joining GG+A, Carey served as Director of Development for the **Boston Symphony Orchestra** (BSO), where she helped complete a comprehensive campaign in 2000 with a total of $150 million in contributions, surpassing the campaign goal by $20 million. Prior to this role, Carey served as Chief Advancement Officer at **Smith College**, growing gift receipts from $26.8 million to $46 million between 1995 and 1998.

She also has more than 10 years of development experience at **Harvard University**, serving as Assistant Dean, Chief of External Relations for **Harvard Business School**, and previously as the Business School's Director of External Relations. Previously, Carey also served as Associate Director for the **World Affairs Council of Boston** and as Assistant Director of the American Issues Forum Project with the **World Affairs Council of Northern California**.

Carey is a member of the Association of Fundraising Professionals (AFP), the Council for Advancement and Support of Education (CASE), Women in Development, and The Friday Forum. She was President of Group I Directors of Development, League of American Orchestras, and is a Trustee of the Dana Hall School and President of the Board of Trustees of the Episcopal Chaplaincy at Harvard.

Carey received her bachelor's degree in French literature, studying at Brown University and graduating Phi Beta Kappa from the University of Rochester. She also studied French literature in the master's program at the University of California, Berkeley.

Areas of Expertise

Higher Education
Independent Schools
Cultural Institutions
Strategies for Growth
Planning and Execution of Major Campaigns

Principal and Major Gifts
Planned Giving
Annual Giving
Alumni Relations
Donor Relations

Client List


National Trust for Scotland
University of Minnesota Foundation
Christ School
Children's Hospital of Philadelphia
The Explorer's Club
Louisiana State University Foundation
Haverford College
Georgetown University
Georgia State University
Goucher College
Ann & Robert H. Lurie Children's Hospital of Chicago
Newton Country Day School
Sarasota Orchestra
Buckingham Browne & Nichols School
Carthage College
The Salk Institute for Biological Studies
Kingswood-Oxford School
Celebrity Series of Boston
The Asia Society
The Winsor School
Massachusetts Institute of Technology
United Way of Greater Cincinnati
Columbia University Medical Center
The Richard Ivey School of Business
Rensselaer Polytechnic Institute
New York University Stern School of Business
Carnegie Museums of Pittsburgh
Providence College
William Penn Charter School
Mount St. Joseph University
Stratford Shakespeare Festival
Lyric Opera of Chicago
Boys & Girls Clubs of Boston
Eisenhower Fellowships
University of British Columbia
University of Georgia Terry College of Business
Elon University
Bryant University
Case Western Reserve University
National Arts Centre of Canada
American Enterprise Institute
Bucknell University
Emory University School of Law
Free Library of Philadelphia
New York Philharmonic
University of British Columbia, Sauder School of Business
The Jackson Laboratory
Greenwich Country Day School
United Way of Miami-Dade
University of Pennsylvania
Catholic Charities of the Archdiocese of New York
La Salle University
Global Fund for Women
Florida West Coast Symphony
University of Chicago Medical Center
St. Paul's School
Massachusetts Audubon Society
The George Washington University
Whitney Museum of American Art
Villanova University
Cambridge School of Weston
The City University of New York
San Francisco Symphony
Atlanta Ballet
Missouri Botanical Garden
The Blake School
National Public Radio
Dana Hall School
Shipley School
American Committee for Weizmann Institute of Science
Rockport Music
Center for Strategic and International Studies
University of Alberta
Sterling and Francine Clark Art Institute
Kenyon College
Albright College
University of Massachusetts, Amherst
University of Georgia School of Law
Children's Museum of Indianapolis
St. Mary's College of Maryland

Keith Brant

Keith E. Brant, Consulting Vice President, has led advancement teams at distinguished higher education institutions for more than 30 years in all areas of advancement including **development, alumni engagement, marketing, advocacy, special events,** and **advancement services**. He has created strategy for major ambitious **campaigns** that have exceeded goals, directed programs through **transitions**, and led efforts to enhance the **technology and systems of advancement programs**.

As the **Vice Chancellor, University Relations** at the **University of California, Santa Cruz**, he directed a team of 110 professionals across all areas of advancement and executed programs including the completion of the University's first Campaign for UC Santa Cruz, which exceeded its $300 million goal by $35 million. Under his leadership, the Campaign engaged more than 63,000 donors, doubling both the number of endowed faculty chairs and the size of the campus endowment.

At **Saint Mary's College of California**, he served as the Vice President, Development, where he oversaw a team of 35 alumni, development and advancement professionals and served as a member of the President's cabinet. He elevated the University's fundraising and initiated new volunteer and alumni engagement opportunities.

Keith served as the Vice Chancellor for external relations for the **University of California, San Diego,** where he headed the offices of development, communications and marketing, alumni relations, advocacy, information technology, finance and special events. In this role, he oversaw fundraising during the final phase of a **$1 billion comprehensive campaign**, and launched a **comprehensive review of the alumni relations program**, resulting in a plan to expand and decentralize alumni engagement throughout the campus.

As Executive Director of the **UCLA** Alumni Association, Keith provided strategic advice and counsel to the chancellor, provost, vice chancellors, deans, and campus community on alumni relations. Serving as one of eight direct reports to the Vice Chancellor, he provided leadership and vision to a department with 550 employees and a $41 million budget. He was the spokesperson for one of the nation's largest and most diverse associations, led all association programs and communications, and collaborated with colleagues on **donor stewardship**, **fundraising** and **prospect management** for Campaign UCLA.

Keith earned his B.A. in Film & Television, M.A. in Higher Education, and Ph.D., Higher Education, from the University of California, Los Angeles.

Areas of Expertise

Higher Education
Alumni Engagement
Marketing, Advocacy
Special Events
Advancement Services
Donor Stewardship
Prospect Management

Pamela Buell

Pamela Buell, Consulting Vice President, brings more than 30 years of experience in **fundraising and management** in **higher education** and **healthcare institutions**.

Pamela's most recent experience as Associate Vice Chancellor of Medical Alumni & Development for **Washington University in St. Louis** resulted in achieving $1 billion toward the University's $2.2 billion campaign. Under her leadership, fundraising results for the School more than doubled in less than three years. During her tenure, a **grateful patient fundraising program** was implemented, scholarship support more than quadrupled, and a **signature stewardship program** was created.

Prior to this role, Pamela was Executive Director of Principal Gifts for **The Johns Hopkins University** for eight years. She directed the University's largest fundraising program for donors making gifts of $5 million and above and oversaw the stewardship of donors making gifts of $10 million and above. Throughout two **multibillion-dollar campaigns**, she collaborated with colleagues and institutional leadership to design **unique proposals** resulting in **naming gifts** for buildings and **endowed academic programs**, with an emphasis on **medicine**. In this role, she also staffed the University's trustee **Principal Gifts Committee**.

Previously, she served as Director of Leadership Gifts and Regional Programs for The **Pennsylvania State University**, where she directed strategy development for $1 million and greater prospects and oversaw a 100% participation of the Board of Trustees in the Grand Destiny campaign.

Pamela has also held senior development director positions at the **Indiana University Foundation** as well as **The Indiana University Art Museum** and worked with Directors of the **IU Foundation** and Trustees of the University.

Pamela has led and participated in numerous panels for the Council for Advancement and Support of Education (CASE) throughout her career, has been active in the Association of American Medical Colleges-Group on Institutional Advancement (AAMC-GIA), and has been a member of the Development Leadership Committee of the Association of American Medical Colleges (AAMC).

Pamela holds a bachelor's degree and two master's degrees from Indiana University with an emphasis on art history and business. She is a graduate of the National Planned Giving Institute with certificates in Charitable Gift and Estate Planning and Plans of Giving.

Areas of Expertise

Academic Medicine
Healthcare
Higher Education
Arts and Culture
Grateful Patients
Stewardship
Principal and Major Gifts

Client list

Dartmouth College
University of Chicago
Rush University Medical Center
Sheppard Pratt Health System
UCLA Health Sciences

Ed Caron

Ed Caron, Consulting Vice President, brings to the firm extensive experience in **strategic and crisis communications, strategic planning, public policy,** and **partnership development.**

Prior to joining GG+A, Ed served **Providence College** for 20 years as Vice President, College Relations & Planning. There, he held cabinet-level responsibilities for **strategic planning, strategic communications,** and **public affairs**. He also served as the College's first secretariat, providing senior staff support to the Providence College Board of Trustees.

While at Providence, Ed directed a team that secured a $5 million competitive grant to establish the nation's first undergraduate degree in public and community service. He also secured for Providence College, in collaboration with the **University of Notre Dame**, teaching and service fellowships for graduate education majors to serve as faculty in disadvantaged, urban schools throughout New England.

In addition, Ed has provided consultation services to a number of Providence College partners in the private and quasi-public sector, including the Board of Directors and staff of the **Greater Providence Chamber of Commerce, Rhode Island Foundation, Providence Foundation, Pawtucket Foundation,** and **Leadership Rhode Island**. He has provided similar consulting assistance for board and senior staff retreats for Rhode Island government agencies, law firms, public relations and marketing agencies, and national tourism organizations.

Ed is founder and president of the **Changing Minds and Hearts Education Foundation**, which provides financial support for **TalkWorks**, a character education initiative established in 2001 to combat bullying and teasing in Rhode Island and Massachusetts elementary and middle schools.

Prior to his appointment at Providence College, Ed worked as a managing consultant with **Telesis, Inc**., an international **business strategy and public policy consulting firm**. He also served as vice president for public affairs at **Blue Cross and Blue Shield of Rhode Island** and chief of staff to two Rhode Island attorneys general.

Among his community affiliations, Ed is a member of the Bradley Hospital Foundation Board of Governors, a national leader in pediatric and adolescent mental health. He is also a former member of the board of directors of the San Miguel School, the original Christian Brother model middle school for disadvantaged immigrant students now replicated in 15 states nationally.

Ed earned his undergraduate degree at Providence College and completed studies at the Harvard University Graduate School of Education Institute for Educational Leadership.

Areas of Expertise

Higher Education
Strategic and Crisis Communications
Strategic Planning
Public Policy
Partnership Development
Gift Proposition

Client list


Region One Health
Montgomery College
Villanova University
Georgia State University
University of Nevada, Reno
University of Calgary
New Mexico State University
Drexel University
University of San Diego
Seton Hall University
Philadelphia Museum of Art
Saint Joseph's University
Temple University Health System
Carnegie Library of Pittsburgh
The Johns Hopkins University
Children's Hospital of Philadelphia
Carnegie Mellon University
University of Southampton
California State Polytechnic University
Marymount University
La Salle University
Pennsylvania Horticultural Society
Curtis Institute of Music
Rush Medical Center
Louisiana Tech University
University of North Carolina at Chapel Hill
The University of Chicago
Wichita State University

Melinda Church

Melinda Church leads the firm's **Strategic Communications** practice area. She is accomplished in accelerating the mission of others by growing revenue and positioning of organizations and large-scale change initiatives.

Since joining GG+A, she has partnered with more than seven dozen clients to **accelerate their mission-driven goals**, grow their philanthropic support, and elevate their reputation. Her work with clients includes **philanthropic priority setting; case and proposal development; organizational structures, development, and planning; issue mitigation; and new leader coaching;** among other activities.

Before joining GG+A in 2016, Melinda served in numerous leadership positions in higher education at the **University of Virginia and The Ohio State University**, among other colleges and universities. At U.Va, she worked for President John Casteen during public higher education's **first billion-dollar campaign**. Much of her work there involved institutional **and executive positioning, speech writing, and case and proposal writing.**

As Vice President of University Communications and Marketing at Ohio State, Melinda oversaw the full range of marketing, branding, communications, and public relations functions. She **developed the University's first unified visual identity**, led communications strategy for corporate affinity partnerships that generated more than $500 million, and led successful mitigation strategies for issues that presented significant challenges to institutional reputation. As Vice President, Advancement Integration and Communications, she worked with deans and others to develop concepts, white papers, and proposals for eight- and nine-figure gifts; create optimal structures for fundraising communications across the institution; and conceive engaging events for volunteer leaders.

Melinda served as Executive Officer to the President of Ohio State**, leading the operations of the President's Office**, special events, the University Residence, and executive communications. To maximize the effectiveness of the University's senior leadership team, she developed and led a new approach to planning and staging the implementation of major institution-wide initiatives. She planned international travel to grow higher education and business partnerships, and she served as a University delegate throughout China, Turkey, India, Iceland, Europe, and the United Kingdom. She conceived and executed the 2012 opening events for Ohio State's Gateway Office in Mumbai.

Melinda has served in **philanthropic and alumni communications roles** at Washington and Lee University and Virginia Military Institute. She taught expository writing at Harford County Community College. Prior to her work in higher education, she was managing editor of Indiana Business magazine. Melinda has edited and designed several academic and general-audience books. She is an award-winning writer, artist, designer, and silversmith.

Melinda holds a master's degree in science and health journalism from Indiana University and a bachelor's degree in English (creative writing) from the University of Washington.

Areas of Expertise

Strategic Communications
Strategic communications
Philanthropic Priority Setting
Case and Proposal Development
Organizational Structures, Development and Planning
Issue Mitigation
New Leader Coaching

Client List

Megan Collier

Megan Collier is a Consulting Associate and lead data analyst in the GG+A SurveyLab, with **expertise in both qualitative and quantitative research and methodology.**

Since joining GG+A, she has partnered with clients across nonprofit sectors to help them gather information directly from key stakeholders and **realize data-driven outcomes.** Megan has extensive experience conducting survey and focus group research with a variety of populations, synthesizing complex data, and illuminating key findings and themes as **actionable insights for clients.**

She has conducted surveys across a range of topics – building constituent connection, donor experiences and motivation, **tracking longitudinal changes and cohort segmentation,** message testing and constituent awareness of programs, and many other subjects.

Prior to GG+A, Megan was trained in academic-quality research methods and earned a Master of Arts in sociology from **University of Illinois at Chicago** (UIC). During this time she analyzed survey data on civic participation and police contact as part of the Chicago Area Study research project. She also conducted several qualitative studies, including an extensive interview study with transgender and gender variant populations, and interviews on neighborhood, school choice, and race in the Chicago area.

Megan's work has been published in the journals **Social Currents and Sociology Compass**, and she has presented her research at multiple conferences, including the American Sociological Association's Annual Meeting.

Megan holds a Bachelor of Arts in sociology from Guilford College and a Master of Arts in sociology from UIC.

Areas of Expertise

Data Analysis
Qualitative and Quantitative Research
Survey Methods and Methodology
Focus Group and Interview Methods and Methodology
Client Communications

Client list

Colgate University
Mary Baldwin University
Dartmouth College
Sidwell Friends School
National Portrait Gallery
Stanford University School ofEngineering
University of Melbourne
Syracuse University
Boston College
Stevens Institute of Technology
University of Denver
Sarasota Orchestra

Susan Cruse

Susan Cruse, Senior Consulting Vice President, brings nearly 40 years of professional management experience in both **higher education** and the **private sector** to provide fundraising best practice counsel to our clients. She specializes in **strategic campaign planning and execution** with an emphasis on **professional schools** and **institutions with academic medical centers**.

Prior to joining GG+A, Susan served as Senior Vice President, Development and Alumni Relations at **Emory University** for 11 years. Recruited to build a development organization capable of executing a $1.6B comprehensive campaign, Susan created or restructured all fundraising programs, including establishing a **grateful patient fundraising** program for the health sciences which was highlighted by **AAMC** as one of three national models. She also created a **campaign operations platform** that included an **intranet site for collaborative work projects and information dissemination.** The campaign launched in fall 2008, and despite adverse economic conditions, which necessitated further restructuring, every giving segment increased during the campaign period, including a **115% increase in principal gifts**. The campaign exceeded its goal by nearly $100M. In her last year at Emory, the university raised $657.8M in philanthropy.

Before her work at Emory, Susan worked at **Johns Hopkins Institutions, Johns Hopkins Medicine**, first as Executive Director of Development and later as Associate Vice President for Development and Alumni Relations. In this role, Susan developed and refined strategy for $1B Johns Hopkins Medicine campaign. The $1B goal was achieved two years ahead of schedule, so the goal was increased to $2B, and this was ultimately exceeded when the campaign ended in 2008.

Before joining Johns Hopkins, Susan worked in the **University of California System**. As Assistant Vice Chancellor, Corporate, Foundation, and University Research Park Relations for the **University of California, Irvine**, she provided strategic leadership to deans, faculty, development officers and volunteers to create programs to increase and sustain corporate and foundation support. She also managed the advancement strategy for the **University Research Park**, ensuring that URP tenants developed philanthropic partnerships with the university. Susan also served as the Associate Director, Cal-(IT)2.

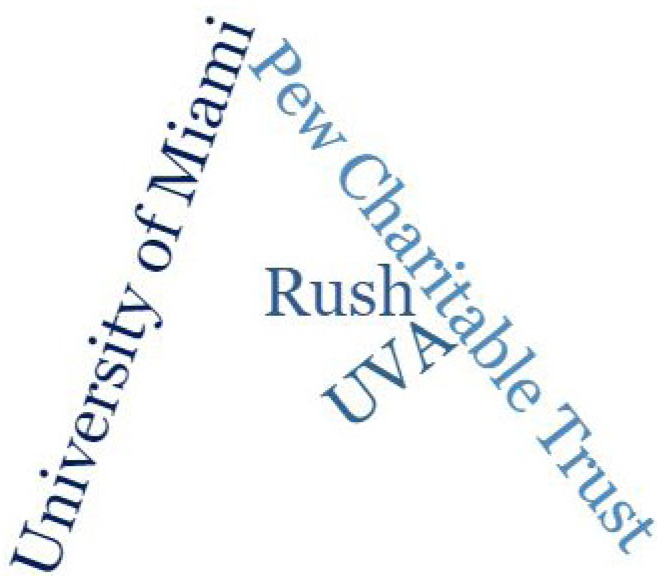
In response to an RFP from the then Governor of California, Susan planned and executed the $48M UC Irvine Corporate matching fund campaigned to secure, with the University of California San Diego, one of four **California Institutes for Technology**. **Corporate commitments** were solicited within 6 weeks and achieved **160% of goal**. Susan also served at **UCLA**, first as the Associate Director of Development at the **John E. Anderson Graduate School of Management**, and subsequently as the Assistant Dean for External Affairs for the **School of Engineering**.

Before transitioning to higher education, Susan spent ten years in marketing in the private sector.

Areas of Expertise

Higher Education
Academic Medicine
Health Care
Corporate and Foundation Relations
Principal and Major Gifts
Restructuring Operations in Time of Crisis
Strategic and Campaign Planning
Aligning strategic plan goals with fundable priorities

Client List



Michael Degenhart

Michael J. Degenhart, Consulting Vice President for Gift Planning, brings more than 20 years of professional experience in **development** and **fundraising** with **higher education** institutions.

Michael is currently serving as the Assistant Vice President of the Office of Gift Planning at The **Pennsylvania State University (Penn State),** where he is responsible for the development and implementation of university-wide planned giving efforts for Penn State's 24 campuses. Widely considered a leader in the field of higher education **gift planning** and **principal gift** work, Michael has the unique ability to articulate very technical gift planning techniques in simple, understandable terms for donors. At Penn State, Michael and his office are tasked with an overall combined gift planning goal of $100 million annually. He is a key member of the senior management team that directed Penn State's $2 billion *For the Future* campaign that concluded in 2016 and the current $2.1 billion *A Greater Penn State* campaign.

Preceding this position, Michael served for three years as the Assistant Vice President of the Office of Gift Planning at **Syracuse University**. While at Syracuse, Michael provided strategic leadership to aid central major gift staff and encouraged the consistent use of **blended gifts** to increase an individual's giving potential. He was also responsible for reorganizing assignments, streamlining rating systems, and directing gift officers to efficiently and effectively identify, qualify, and solicit prospects.

Prior to this experience, Michael spent seven years as the Associate Director of the Office of Trust, Estates & Gift Planning at **Cornell University**. Michael also served as Director of Capital Programs at **Hampden-Sydney College** and Director of Development and Gift Planning at the **Medical College of Ohio**. Before pursuing a career in higher education advancement, Michael served as Vice President in the Private Client Group with Robert W. Baird & Co.

Michael has been quoted in *Bloomberg Wealth Manager*, *The Chronicle of Philanthropy*, and the *Journal of Gift Planning*. He has authored articles that have appeared in many publications, including *Planned Giving Today* and the *Major Gift Report*. Michael received his bachelor's degree in Economics from the University of Wisconsin, Madison, and holds a Master of Business Administration from the University of Rochester's Simon School of Business.

He is a Certified Fund Raising Executive (CFRE), an Accredited Estate Planner (AEP) and a Chartered Advisor in Philanthropy (CAP).

Areas of Expertise

Higher Education
Gift Planning
Principal Gifts
Blended Gifts
Prospect Management

Client list

Princeton University
University of Colorado
University of New Hampshire
University of Vermont Foundation
University of Maryland College Park
American Orthopedic Association
Carnegie Mellon University
University of Virginia
Dartmouth College
Emory University

Elizabeth Kolb Farr

Elizabeth Kolb Farr, Senior Vice President, serves the firm's independent school and higher education clients, supporting these institutions in identifying and seizing opportunities for fundraising growth**.**

She possesses particular expertise in instituting and orchestrating high-performance major gift programs, preparing for and executing capital campaigns, sustaining and accelerating annual giving, coaching frontline fundraisers, and training Boards in fundraising and campaign best practices. She is a featured contributor in the **National Association of Independent Schools**' book, "The Trustee's Role in Fundraising."

Liz possesses significant experience in performing advancement program assessments and campaign feasibility studies that result in clear, **actionable recommendations for accelerating fundraising** in a campaign or between-campaign environments. She is an expert in **designing moves management protocols** and ensuring their effective use, developing individual prospect strategies, and utilizing Raiser's Edge and other databases to set and analyze fundraising metrics.

Before joining GG+A, Liz enjoyed **a 27-year career in independent schools.** Beginning as a teacher in boarding and day schools, she maintains a passion for teaching and learning. Liz most recently served as Associate Director of Development at The Shipley School in Bryn Mawr, Pa.

An active volunteer for the Council for Advancement and Support of Education (CASE), Liz has served on the Planning Committee of three CASE-NAIS Independent Schools Conferences and has presented several conference sessions, each time earning Stellar Speaker honors**.** Liz has also taught both professionals and volunteers assembled by the Association of Delaware Valley Independent Schools, the Association of Independent Maryland Schools, and the Association of Junior Leagues International. She is a past President of the Junior League of Philadelphia, where she was a five-time member of the Board of Directors, chaired the Annual Fund twice, and co-chaired the organization's first-ever capital campaign.

Liz is an alumna of Friends' Central School and holds a bachelor's degree in psychology from Vassar College. She lives in South Kent, Conn., with her husband, Chris, an advancement professional.

Areas of Expertise

Annual Giving
Major Gifts
Advancement Services
Campaign Planning

Client List


Sewickley Academy
National Cathedral School
San Francisco Friends School
The Kinkaid School
The Bryn Mawr School
Girls Preparatory School
Polytechnic School
Episcopal School of Dallas
Far Hills Country Day School
Germantown Friends School
King School
Kutztown University
Sidwell Friends School
Bucknell University
Woodlynde School
Hood College
Greenhill School
Association of Junior Leagues International
Delaware Valley Friends School
New Canaan Country School
American College of Sofia
Manzano Day School

Larry Gibson

Larry Gibson, Senior Vice President, brings more than 25 years of experience in higher education management to the GG+A team, including 12 years in Development Administration and Advancement Services. Before Joining GG+A, Larry served in various capacities at Case Western Reserve University, most recently as Vice President of Development Administration and Strategic Engagement. In this position, Larry managed all advancement financial and administrative operations and served as campaign manager for Forward Thinking: The Campaign for Case Western Reserve University, which closed at $1.8B.

His areas of expertise include: Advancement Services (Prospect Management, Prospect Research, Gifts Processing, Biographical Records, and Information Systems), Alumni Relations, Annual Fund, Campaign Management, Board of Trustees/Volunteer Committee Management, Donor Engagement and Events, Endowment Reporting, Digital Engagement, Donor Relations/Stewardship, and University Programs, Events and Protocol.

Before joining University Relations and Development, Larry has prior leadership experience in Finance and Administration and Student Affairs in various higher education settings including Ohio University, Marietta College, Oberlin College. Larry is a member of CASE and AFP.

Larry received a Bachelor of Science in Communications and a Master of Higher Education Administration from Ohio University, and a Master of Business Administration from Case Western Reserve University.

Areas of Expertise

Advancement Services Administration
Alumni Relations Integration
Campaign Management

John Glier

John Glier is the **Chief Executive Officer of GG+A**, a global consulting firm in philanthropic management headquartered in Chicago and London.

Mr. Glier joined GG+A in 1981, and has served as its **Chief Executive for more than 30 years.** Mr. Glier is recognized internationally for providing **strategic direction and philanthropic counsel** to many **leading universities, academic healthcare institutions, cultural and human service organizations**, and as an advisor to some of the **largest fundraising campaigns in higher education**. He has worked with the staff of well over 200 nonprofits and with a wide range of **voluntary leaders, noted philanthropists,** and **Board leaders** of distinguished institutions in **North America, Europe, Asia,** and **Australia**.

Mr. Glier has delivered numerous presentations over the last 35 years to a range of professional organizations, including the Association of American Medical Colleges (AAMC); Council for Advancement and Support of Education (CASE, CASE Europe, and CASE Asia-Pacific); American Bar Association Jackson Hole Conference on Law School Development; Woodmark Forum; Aspen Institute; American Alliance of Museums; Association of Fundraising Professionals (AFP); and to a variety of programs for university Deans and Presidents.

He has spoken on many different topics over the years, including **campaign planning and strategy in cultural, medical, human services, and educational institutions; building philanthropic board structures; the critical roles presidents and deans play in higher education fundraising; building large-scale compelling propositions, the key stages of the successful major gift process; and talent management and high performance across the nonprofit sector**. Mr. Glier is an emeritus member of the Providence College Board of Trustees, served on the Board of Directors of the Family Institute of Northwestern University, and serves as a Life Member of the Division of Humanities Council of the University of Chicago.

He has served on the Board of Directors of the New Trier Township High School Educational Foundation and was a founding director of the Winnetka Public Schools Foundation. He has also served as the Director and Chair of the Giving Institute (formerly AAFRC), as a member of EUConsult and the CASE Industry Advisory Council, and more recently as a member of the AMAtlas Advisory Committee to CASE, and a member of the executive committee of the Generosity Commission.

Of particular note is Mr. Glier's continuous work over many years with numerous **distinguished universities and academic medical centers** and their multiple campaigns. His clients have included Amherst College; University of Amsterdam; Brandeis University; Brown University; University of California, Los Angeles; California Institute of Technology; University of Cambridge; University of Chicago; Children's Hospital of Philadelphia; Columbia University; Cornell University; Curtis Institute of Music; Duke University; Emory University; Georgetown University; Guggenheim Museum; INSEAD; The Johns Hopkins Institutions; London School of Economics; Mayo Clinic; McGill University; Monticello and the Thomas Jefferson Foundation; The Ohio State University; University of Oxford; Pennsylvania State University; Princeton University; University of Queensland; San Francisco Symphony; Singapore Management University; University of Southern California; Stanford University; Sydney Opera House; University of Toronto; the United Nations High Commissioner on Refugees; University of Washington; and Yale University.

Mr. Glier attended Providence College (Rhode Island), the Université de Fribourg (Switzerland), and the University of Chicago, and was awarded a Fulbright Fellowship. He holds degrees in English and Comparative Literature.

Grenzebach Glier and Associates has served more than 6,000 institutions and organizations since 1961, providing counsel to more than 30 of the top 50 globally ranked universities, all 63 members of the American Association of Universities, more than 100 of America's most distinguished academic medical centers and hospitals, more than 50 British and foreign universities, Canada's leading research universities, distinguished public universities in all 50 states, as well as arts, voluntary, and other nonprofit organizations around the world. The firm advises institutions with aggregate campaign goals of more than $60 billion.

Client List


University of Massachusetts Amherst
The Academic Medical Centre, University of Amsterdam
University of Pittsburgh Medical and Health Sciences Foundation
National Academies of Sciences, Engineering, and Medicine
The University of Texas MD Anderson Cancer Center
University of Hawaii
Oxford University
National Foundation for Teaching Entrepreneurship
University of Oxford
Université de Montréal
The Pew Charitable Trusts
LDS Philanthropies/Brigham YoungUniversity
University of Bristol
Loyola University of Chicago
Los Angeles Philharmonic
University of Missouri-Columbia
University of California, Los Angeles
The Ohio State University
University of Colorado System
State University of New York at Stony Brook
Los Angeles Orthopaedic Hospital
The Jewish Museum
The National Trust for Scotland
Mayo Clinic, Rochester
Southern Methodist University
Stanford University
Stephens College
Stanford University Medical Center
University of Cincinnati
San Francisco Symphony
Michigan State University
Spring Hill College
University of Birmingham
University of Oregon
University of Notre Dame
Purdue University
Ohio University
Olin College of Engineering
University of Pennsylvania
NPR
Rutgers University, Newark
University of Leeds
St. Catherine's College
Ohio University
National Collegiate Athletic Association (NCAA)
London School of Economics and Political Science
Merton College
Massachusetts Institute of Technology
Los Angeles County Museum of Art
University of California, Davis
University of Bath
Johns Hopkins Institutions
McGill University Health Centre
University of Durham
Providence College
University of Florida
Sydney Opera House
Phillips Academy Andover
The University of Kansas
University of Connecticut
New York Philharmonic
The Sutton Trust
Keck Medicine of the University of Southern California
Princeton University
The University of Queensland
University of Chicago Booth Schoolof Business
The Pacific Northwest Ballet
London School of Hygiene & Tropical Medicine
United States Military Academy
Thomas Jefferson University
University of California, San Francisco
Singapore Management University
Kellogg College
Scripps Institution of Oceanography
St. Louis Symphony Orchestra
The University of Texas at Austin
United States Olympic Committee
Institute of Cancer Research
Ivey School of Business
United States Naval Academy Foundation
University of Illinois
Philadelphia Museum of Art
St. Cross College
Princeton Healthcare System Foundation
University College London
Rensselaer Polytechnic Institute
University of Cambridge
Memorial Sloan-Kettering CancerCenter
San Francisco Museum of Modern Art
University of Chicago
University of Kent in Canterbury
Pennsylvania State University

Kyle Gorden

Kyle Gorden, Consultant, brings to GG+A **more than 25 years of experience** in higher education and nonprofit arts management. His areas of expertise include strategic planning, advancement communications, constituency development, and volunteer management.

Prior to his current role, **he served for two years as chief of staff** to the firm's CEO, John Glier, coordinating all communications from the executive office and serving clients ranging from **the Obama Foundation** to the **University of Cambridge**.

Before joining GG+A, Kyle served as Director of Campaign and Internal Communications for Alumni Relations and Development at the **University of Chicago**. In that role he launched the first internal communications program for the organization and led numerous communication initiatives in the development of the University's **$4.5 billion campaign.** Earlier, as Assistant Director of Class and Campus Programs, he helped program and market the University's annual Alumni Weekend and class reunion events.

Kyle has served in a variety of creative and administrative roles within arts, culture, and civic organizations, including as Director of Advancement, Dramaturg, and Playwright for the Silk Road Theatre Project, which presented staged readings of his adaptations of three classic Japanese Noh plays. He was also Producing Director of The Civilians, an Obie-winning Off-Broadway theatre company based in New York City, and Associate Director of Marketing for Court Theatre in Chicago. Earlier in his career he worked at the Juanita K. Hammons Hall for the Performing Arts, Theater on the Lake, and Lincoln Park Zoo. He also founded the multidisciplinary Hyde Park - University of Chicago Arts Fest.

In 2004-2005, Kyle was a Vilar Fellow in Arts Management at the John F. Kennedy Center for the Performing Arts. He holds a Bachelor of Arts degree from the University of Chicago with a concentration in East Asian languages and civilizations and spent a year abroad at the Stanford Japan Center where he received an independent study grant from the Japan Foundation.

Areas of Expertise

Benchmarking
Campaign Structure
Program Funding
Campaign Planning

Client list


The Johns Hopkins University
University of Chicago Medicine
Yale University
University of Toronto
Rush University Medical Center
The University of North Carolina at Chapel Hill
Ann & Robert H. Lurie Children's Hospitalof Chicago
Barack Obama Foundation
Chuck Noll Foundation for Brain InjuryResearch
University of California, Los Angeles
Harvard University T.H. Chan School of Public Health
The Smithsonian Institution
Princeton University
Duke University
Loyola Marymount University
Trinity College
Imperial College London
Pennsylvania State University
Massachusetts Institute of Technology
The University of North Carolina at Greensboro
Children's Hospital Association
Keck Medicine of the University of Southern California
University of Pennsylvania
Emory University
Tecnológico de Monterrey
Providence College
University of Florida
Reading Hospital Foundation
University of Calgary
INSEAD
Cornell University
Association of Public and Land-grantUniversities
Virginia Polytechnic Institute and State University
Urban Land Institute
University of Massachusetts, Amherst
Dartmouth College
Solar Impulse
University of British Columbia
University of Cambridge
Dana-Farber Cancer Institute
King's College London
Englewood Health Foundation
AMITA Health
University of Alberta
Brown University
Yale Cancer Center
Curative Care Network
The Newberry Library
University of Virginia
WNET
Florida Atlantic University
University of Melbourne

Angela Greenwald

Angela Greenwald, Consulting Vice President, brings 15 years of experience in Fundraising and Development to GG+A. Her areas of expertise include: major and principal gifts fundraising; campaign initiatives; launching and managing fundraising programs for large-scale interdisciplinary teaching and research initiatives; board development and management; strategic prospecting and pipeline development; and fundraising education and training for faculty and administrators.

Angela currently serves as Senior Managing Director of Strategic Initiatives at Duke University, where she leads a team of fundraisers and consultants who serve over 25 university institutes, initiatives, and centers across campus and whose work is focused on conceiving of and implementing new models for collaborative fundraising for interdisciplinary teaching and research. She works in close cooperation with the Provost and the Vice Provost for Interdisciplinary Studies to identify and evaluate Duke's top priorities and build comprehensive development programs for these prioritized initiatives.

During Duke's most recent $3.85 billion campaign, Angela led fundraising for five signature campaign initiatives which raised $350 million. Her expansive 15 year career with Duke has also included work with the University Libraries, Annual Fund, Nasher Museum of Art, and Major and Leadership Gifts.

Angela received a Bachelor of Arts in Music and Modern Foreign Languages from Augustana University and is currently a member of CASE, Chronicle of Philanthropy, and the Strategic Initiatives Group for Advancement Professionals.

Areas of Expertise

Board Development
Board Management
Major and Principal Gift Strategy
Pipeline Development
Strategic Prospecting

Martin Grenzebach

Martin Grenzebach, Chairman of GG+A, has **served the firm since 1974.** His consulting work encompasses **campaign consultation, supervision of capital campaigns, strategic planning studies, and strategic and organizational counsel, as well as overall marketing and management of services** offered by the firm.

Martin's special expertise is **working with higher education and medical institutions.** A small sampling of clients that Martin has served extensively include Georgia State University, University of Illinois Urbana–Champaign, University of Kansas, the University of Texas MD Anderson Cancer Center, University of Maryland Medical Systems Foundation, University of Minnesota, University of Nebraska, Oregon State University, University of Pittsburgh, University of South Carolina, and the University of Washington.

A frequent speaker at professional conferences and programs, Martin has made presentations at district and national programs for the **Council for Advancement and Support of Education** (CASE) as well as at CASE Capital Fundraising and Capital Campaign conferences. He also has been a speaker at conferences for the Big Ten Fund Raisers Institute, the Big Ten Directors of Development annual conference, The Big 12 Development Conference, the joint annual meeting of the American Council on Education and the National Association of State Universities and Land Grant Colleges, and the American Association of Medical Colleges.

Martin's service to the professional fundraising community includes membership on the CASE Campaign Reporting Advisory Group that originally produced the CASE Campaign Standards guide, a pioneering document to assist with management and reporting standards for educational fundraising campaigns.

At the Morgan Park Academy in Chicago, where he once taught, Martin served 10 years on its Board of Trustees and six years as chairman of their development committee. He is a former member of the Chicago Crime Commission and a former trustee of the University of Charleston, West Virginia.

Areas of Expertise

Major gifts
Case for support
Sustaining fundraising

Client list


University of Missouri-Kansas City
University of Pittsburgh
Cleveland State University
Loyola University Medical Center
University of South Carolina School of Medicine Greenville
Clarkson University
Loyola University
Loyola University of Chicago
Kentucky State University
The George Washington University
Lucile Packard Children's Hospital
Smithsonian National Air and SpaceMuseum
Sweet Briar College
St. John's School
University of Tennessee
University of Minnesota
University of North Florida
Northern Illinois University
Northern Michigan University
Hoag Hospital Foundation
Louisiana State University
Loyola University New Orleans
Colorado School of Mines
University of Alberta
Pennsylvania State University
The University of Arkansas
The University of Arizona Foundation
Wayne State University
Cleveland Clinic Foundation
University of Nebraska
Norton Healthcare Foundation
Loma Linda University Health
Case Western Reserve University
United States Military Academy
University of Washington
Georgetown University
Loyola Marymount University
Baylor College of Medicine
University of Kentucky Hospital
University of California, Riverside
Catholic Archdiocese of Chicago
Kansas State University
University of Illinois Foundation
University of California, San Francisco
Children's Medical Center Dallas
University of Massachusetts Amherst
The City University of New York
University of Massachusetts Boston
University of Missouri-Columbia
United States Coast Guard Academy
Advocate Charitable Foundation
University of Alabama
Milwaukee School of Engineering
Minnesota Medical Foundation
University of Wisconsin-Madison
Florida Atlantic University
University of Houston System
Graduate Theological Union
University of Nevada, Reno
Los Angeles Philharmonic
Iowa State University
Ochsner Medical Center
Clemson University
University of Montana
Indiana University
University of Minnesota Carlson Schoolof Management
Children's Hospital Trust
University of South Carolina
Bucknell University
Georgia State University
University of Delaware
Northwestern University
Auburn University
Children's Hospital Foundation
University of Central Florida
University of British Columbia
University of Ohio
Miami University
City of Hope
University of Florida
Indiana State University
University of California, Davis
National Math and Science Initiative
Oregon State University
The University of Texas MD AndersonCancer Center
University of Minnesota Institute ofTechnology
Ann & Robert H. Lurie Children's Hospitalof Chicago
University of Kentucky College ofEngineering
Washington State University
Southern Illinois University atCarbondale
DePaul University
Michigan State University
Houston Methodist Hospital Foundation
The Ohio State University
The University of Kansas
University of Maryland Medical System
Ball State University
The University of British Columbia
University of San Diego
University of Minnesota Foundation
Ohio University
Michigan Technological University

Suzanne Hilser-Wiles

Suzanne Hilser-Wiles, President, partners with GG+A clients around the globe to help them elevate their fundraising by offering more than 25 years of experience in **advancement, program building,** and **campaign planning and implementation**. Throughout her career, she has helped design, rebuild, and reimagine programs by applying her experience with a wide range of advancement programs and institutions. She has worked closely with her clients through their individual challenges and opportunities, including ambitious **campaigns, changes in leadership, crises,** and **restructuring**. She has focused her work in the **higher education, healthcare, independent schools,** and **artistic and cultural sectors**.

Suzanne joined GG+A in 2011 and was appointed to the firm's executive committee in 2013. In 2016, she became the firm's first woman **president** in its nearly 60-year history. In addition to her other responsibilities, she leads the firm's **Europe and U.K. practice**.

Her extensive previous professional experience includes **fundraising, communications,** and **marketing development,** specifically **admissions marketing, alumni relations,** and **press office management**. She has developed and implemented **individual major giving programs** and designed **training and support programs to engage executives, deans, and trustees in fundraising**.

Suzanne has partnered with GG+A clients across all of the firm's sectors, providing strategic counsel to Development teams and institutional leadership. This vast array of clients includes the **Art Institute of Chicago; Charlotte Country Day School; Dana-Farber Cancer Institute; Drexel University; Fuller Theological Seminary; IESE Business School; The University of North Carolina at Chapel Hill;** and **Tate**.

Prior to joining the firm, Suzanne served as Vice-Chancellor for Advancement at **University of North Carolina School of the Arts** (UNCSA), where she also served on an executive team advising the university's chancellor on all major policy decisions and as the primary staff member for the Advancement Committee of the Board of Trustees. Suzanne joined UNCSA from **CancerCare**, a national healthcare nonprofit based in New York City, where she served as Director of External Affairs, overseeing the **evaluation and redesign** of four major programs: **direct mail, gift processing, major gifts,** and **sponsorship**.

Before joining CancerCare, Suzanne served as Senior Development Officer for Corporate Annual Programs at **The Metropolitan Museum of Art**, where she oversaw the Museum's annual corporate fundraising program and staffed the Museum's business committee. Previously, Suzanne served as Associate Director of Individual and Leadership Giving at the Museum of Modern Art. Suzanne began her career in institutional advancement with **Pets are Wonderful Support** in San Francisco, where she served as Director of Development.

Suzanne received her Bachelor of Arts degree in art history from The University of North Carolina at Chapel Hill and holds a Master of Arts degree in arts administration from Golden Gate University in San Francisco.

Areas of Expertise

Arts and Culture
Higher Education
Academic Medicine
Prospect Management
Portfolio Management

Client List

Marti Jones

Marti Jones, Consulting Vice President, brings more than 20 years of **integrated communications** experience from world-renowned **healthcare organizations**. Marti's career has grown from raising awareness and funds for the **American Red Cross** before and after 9/11 to leading strategy for world-renowned brands such as **Mayo Clinic, Duke Health**, and **M Health Fairview**, which included communications for change management and COVID-19.

Marti led the **strategy for communications and marketing** to advance Mayo Clinic's clinical, philanthropy, and research efforts. She was the chief architect of its first-ever $30 million **strategic plan** to **increase brand performance** and generate demand to solidify the clinic's position as the leading **destination medical center**.

Marti also oversaw the communications and launch for Mayo's $3 billion philanthropic campaign, leveraging **research, events, digital media, media relations,** and for the first-ever **advertising**. She also rebuilt a division by recruiting a team with **digital and content marketing experience.**

As Vice President of Communications for **UnitedHealth Group**, she advanced its $40 billion Medicare portfolio through **media relations, public affairs, and thought leadership**. Marti's messaging portfolios are supported by her academic background and proven methodology, as she taught writing at the **University of Minnesota** and honed her craft at **UnitedHealth Group UCare**, and **Hill & Knowlton**.

Marti received her master's degree in public affairs and administration from George Washington University and Bachelor of Arts degrees in communications and psychology from Augustana University.

Marti currently serves as a board member on the Minnesota Commission on National and Community Service and Retrieve a Golden of the Midwest.

Areas of Expertise

Campaign Communications and Marketing
Development Strategic Plans
Research Events
Digital Media
Media Relations
Advertising
Digital and Content Marketing
Public Affairs
Thought Leadership

Rod Kirsch

Rod Kirsch, Consulting Vice President, brings to the firm a wealth of **alumni** and **higher education development** experience. Over his 34-year career in university fundraising, he provided **executive leadership** in the raising of more than $5 billion of philanthropy.

Rod currently holds the title of Senior Vice President Emeritus for Development and Alumni Relations at **The Pennsylvania State University**, after serving as its Senior Vice President for 20 years. Rare in the length of tenure and record of accomplishment at one institution, he led from start to finish two seven-year, **billion-dollar-plus capital campaigns**. Under his leadership, Penn State's **endowment** sextupled, its annual donor base increased from 125,000 to 193,000, and the Penn State **Alumni Association** grew to 177,000 members, the largest of any dues-paying university association in the country.

Kirsch is widely credited as the driving force behind the success of "For the Future: The Campaign for Penn State Students." This seven-year $2 billion effort took place amid a historic economic upheaval and during one of the worst crises a higher education institution has ever faced. The campaign concluded on schedule and in excess of its goal with $2.19 billion raised and donations from 176,000 alumni, setting a new **alumni participation record** among public and private institutions. Institutions such as Michigan State University and the University of Missouri, as well as professional organizations like the Council for the Advancement and Support of Education and the Association of Donor Relations Professionals, have benefitted from his expertise and experience as a leader during a major crisis.

Rod currently consults on a range of topics, including **campaign planning and management, organizational design and assessment, resource development and budget planning, crisis fundraising, professional staff development and mentoring,** the **alignment of academic and philanthropic priorities,** and the **role of academic leadership in fundraising**.

He previously served as Senior Vice President for Development at the **Indiana University Foundation**, Executive Director, Capital Campaign at the **University of California at Berkeley**, Director of Annual Giving at **Drake University**, and Director of Undergraduate Chapter Services at **Delta Upsilon International Fraternity**.

Rod served as a faculty member of the Big Ten Fundraisers Institute, a premier educational seminar for senior development professionals, for 15 years, in addition to frequent speaking engagements at CASE seminars. He is also a board member of **Nurturing Minds in Africa**, a non-profit working to educate girls in Tanzania.

Rod is a recipient of the Distinguished Alumnus Award from the School of Education at Indiana University. In 2014, the Penn State Alumni Association granted him Honorary Alumnus status, and in 2016, he was recognized by Penn State as its Renaissance Honoree of the Year.

A proud native of North Dakota, Rod holds a Master of Science in Higher Education from Indiana University Bloomington, and a Bachelor of Arts in English with Phi Beta Kappa honors from the University of North Dakota.

Areas of Expertise

Higher Education
Executive Leadership
Communicating/Managing Through Crisis
Campaign Planning and Management
Organizational Design Resource Development
Budget Planning
Professional Staff Development and Mentoring
Alignment of Academic and Philanthropic Priorities

Client List

Anne S. Kohn

Anne S. Kohn, Consulting Associate, brings to the firm more than **15 years of professional experience** in the performing arts.

Since joining GG+A, Anne has worked across all sectors of nonprofits with a particular focus and passion for **arts and cultural clients** such as the **Lyric Opera of Chicago, California Academy of Sciences, Folger Shakespeare Library, Bishop Museum and League of Chicago Theatres**. Prior to joining GG+A, Anne served as Managing Director at Bristol Riverside Theater in Bristol, Pennsylvania.

In addition to producing and planning annual mainstage events, Anne **cultivated relationships with major donors and local businesses to deepen the organization's value** in the community. Before her work at Bristol, Anne was Associate Managing Director at the Shakespeare Theater Company in Washington, DC, where she managed a $20 million budget and implemented an organization-wide communication plan.

Her other professional roles have included **founding No Rules Theatre Company**, serving as marketing manager, assistant director, and grant writer at various performing arts organizations in Ohio and North Carolina.

Anne holds a Master of Fine Arts in Arts Management from the University of North Carolina School of the Arts and a Bachelor of Arts in psychology from Hiram College.

Areas of Expertise

Arts and Culture
Annual Giving
Development Operating Plan

Client List


Germantown Friends School
New York Botanical Gardens
Lyric Opera of Chicago
Folger Shakespeare Library
University of South Florida
School of the Art Institute of Chicago
Da Vinci Science Center
Our Lady of the Lake Foundation
Urban Land Institute
Fuller Theological Seminary
Nova Southeastern University
Charlotte Latin School
Yeshiva University
Tuerk House
MD Anderson Cancer Center
California Academy of Sciences
League of Chicago Theatres
Bishop Museum
University of Texas Health ScienceCenter at Houston
San Francisco Museum of Modern Art
Loyola University Maryland
IESE Business School
Drexel University

J. Thomas Krimmel

J. Thomas Krimmel, Consulting Vice President, joined GG+A in 2014, **bringing more than 30 years of chief development officer experience** in higher education and the voluntary sector to the firm. Throughout his career, he has launched high-performing major and principal gift programs and built leadership annual giving programs that have led to rapid increases in gift revenue.

Tom currently serves his undergraduate alma mater, the **University of Wisconsin-Parkside**, as Associate Chancellor for University Development and Alumni Relations. Previously, he served as Vice President for Development, Family and Alumni Relations at the Franklin W. Olin College of Engineering. Under his leadership, Olin **led the nation in undergraduate alumni and parent participation rates.**

Tom also served as Chief Development Officer for the Network for Teaching Entrepreneurship, where he led efforts to **increase giving from $7.7 million to $14.3 million in three years**. He created a prospect management and pipeline status system throughout the 11 US offices and also played a leadership role in opening four new regional offices and building their local boards. Previously, he served for 15 years as Vice President, Development and Alumni Relations at Babson College, where he developed a campaign plan and led a team of volunteers and staff in securing more than $122 million during a five-year comprehensive campaign. He also **increased the annual fund from $800,000 to $6.25 million** and secured funding from successful entrepreneurs for Babson's entrepreneurship program, which is now ranked #1 in the United States at both the undergraduate and graduate levels.

Tom also served as **Senior Vice President for Development at Antioch University**, where he **led a successful $50 million campaign**, and as Director of Development and Alumni Relations at the University of Wisconsin-Parkside.

Tom holds a bachelor's degree in psychology from the University of Wisconsin–Parkside and a master's degree in educational administration from the University of Wisconsin–Milwaukee.

At GG+A, he has directed the firm's engagement with INSEAD (France and Singapore); The Pennsylvania State University College of Engineering; University of Wisconsin–Parkside; Endicott College; Suffolk University and Wageningen Universiteit en Researchcentrum (Netherlands).

He has also worked with the GG+A teams on projects at University of North Carolina–Chapel Hill, Kingswood-Oxford School and The Pennsylvania State University College of Agriculture Sciences.

John Kudless

John Kudless, Senior Consulting Vice President, brings more than 45 years of experience in **fundraising** and **institutional advancement** for **educational, academic, medical,** and **cultural institutions**.

Before he joined GG+A, John served at **The Johns Hopkins Institutions** for 14 years. He held the position of Executive Director of Development for **Principal Gifts**, focusing on $1 million-plus commitments for the university and hospital from **alumni, parents, patients,** and **friends**. John previously worked with Johns Hopkins as Director of Development for the **School of Public Health** on the medical campus and as Associate Director for Planned Giving for the university and hospital.

Prior to his responsibilities with Johns Hopkins, John served as Vice President for Alumni and University Relations at **Georgetown University**. John also served as Vice President for Advancement at **Virginia Commonwealth University** (VCU). While at VCU, the only urban campus in the Virginia state university system, the university successfully completed its first capital campaign, **exceeding the goal by 20 percent and achieving the goal one year ahead of schedule**. During his tenure, VCU nearly doubled its **endowment**, heightened its visibility throughout Virginia and the nation, and established new alumni programs in a recently merged multi-campus environment.

Early in his career, John also worked as Director of Development for the **National Symphony Orchestra**, where he initiated the Orchestra's first endowment program and expanded **volunteer leadership, direct mail,** and **planned giving activities**.

He holds a bachelor's degree in political science from Northeastern University and a master's degree in political science from The American University.

Areas of Expertise

Higher Education
Academic Medicine
Planned Giving
Principal and Major Gifts
Volunteer Leadership

Client list


University of Pennsylvania
Dickinson College
Inova Health System Foundation
University of Southern Mississippi
Baltimore Community Foundation
University of South Florida
University of North Carolina, Charlotte
Emory University
James Madison University
Bryant University
University of Missouri
Northeastern University
St. Paul's School, Maryland
University of Hawaii
Goucher College
University of Virginia Health System
Babson College
Louisiana State University Foundation
Bryn Mawr College
The Salk Institute for Biological Studies
The Baldwin School
Natural History Museum of Los Angeles County
The Salvation Army
Duke University Medical Center
University of Houston System
Dana Hall School
Rensselaer Polytechnic Institute
Wheaton College
University of Connecticut
North Carolina State University
The LDS Philanthropies
American Red Cross
Albright College
Doheny Eye Institute
Elon University
Columbia University Mailman School ofPublic Health
Penn State Milton S. Hershey Medical Center
University of Miami
University of North Florida
Cancer Institute of New JerseyFoundation
United States Naval Academy Foundation
Oklahoma State University Foundation
University of Alabama at Birmingham
Miami University
Loyola Marymount University
Saint Joseph's University
Marymount University
MedStar Health System
Tulane University
United States Golf Association
City of Hope
University of California, Davis
The Field School
The Pennsylvania State University
National Academy of Sciences
Western Michigan University
The Doheny Eye Institute

Shelby LaMar

Shelby LaMar, Consulting Vice President, serves clients within our **independent school** practice area. He has more than 20 years of experience within this sector, including managing **capital campaigns, annual funds,** and **advancement services**, as well as **communications and marketing development**, including **proposal** writing, and **case statement** development.

Shelby has served for nine years at **Lancaster Country Day School** (LCDS) as the Chief Advancement Officer, where he oversees **development operations, campaign management**, and **constituent relations** for the 550 students, P-12, independent day school. During his tenure, he has prepared the school for its two largest capital campaigns, expanded the school's **endowment**, expanded the reach of the school's network, participated in **strategic planning** and collaborated with the communications team to broaden **development messaging,** and intensify its presence in **social media**.

Prior to LCDS, Shelby served as the Associate Director of Development at **St. Stephen's and St. Agnes School** (Alexandria, VA). In this role, he collaborated with the Development Director and key volunteers to raise **major gifts**, recruit and manage **talent**, design **direct mail**, oversee **leadership annual giving**, and write **grant proposals** for local and national charitable foundations. Outside of education, Shelby has also provided development counsel for **healthcare, religious,** and **educational organizations**.

Shelby has presented nationally at the Council for Advancement and Support of Education/National Association of Independent School annual conference. At the regional level, Shelby has spoken at the Association of Independent School of Greater Washington (AISGW) and Association of Delaware Valley Independent Schools (ADVIS).

Shelby received his bachelor's degree from Washington and Lee University and earned his MBA from Elizabethtown College and knows independent schools both as a parent and a lifer at his own alma mater.

Areas of Expertise

Independent Schools
Major Gifts
Direct Mail
Leadership Annual Giving
Talent Management
Advancement Services
Strategic Planning
Development Messaging through Social Media

Creighton Lang

Creighton Lang, Senior Vice President, brings to the firm more than 25 years of consulting experience, with a long-term emphasis on sales, marketing, and constituent analytics for organizations that use **high-touch business models** to serve institutional clients and individuals with high net worth.

At GG+A, Creighton **leads the firm's multi-year advancement leadership program,** which promotes executive-level dialogue on excellence and best practices in fundraising and institutional advancement. In addition, he consults with clients on a number of metrics, analytics and data-related projects, including peer benchmarking, Advancement Services program reviews, software requirements and selections, information governance, and organizational analytic enablement.

Prior to joining GG+A, Creighton served as **Vice President of Global Delivery** for the Business Intelligence, Analytics & Performance Management practice at **NTT DATA**. In this position, he had overall responsibility for delivery success, talent management, domain development, and sales enablement in North America for the global practice of 800-plus consultants. Prior to NTT DATA, Creighton was **Vice President of Business Intelligence** at The Revere Group, where he was responsible for leading a national practice across four regions with more than 35 consultants. Creighton started his career at **Nuveen Investments**.

Creighton holds a bachelor's degree in management information systems and finance from the University of Arizona and is a graduate of The St. Mark's School of Texas in Dallas.

Areas of Expertise

Information Technology
Analytics roadmaps
Institutional comparisons/benchmarking

Client List


University of Virginia
Dartmouth College
University of Florida
Harvard Business School
Johns Hopkins University
University of Pennsylvania
Kansas University Endowment
University of Wisconsin Foundation
Ann & Robert H. Lurie Children's Hospital of Chicago
The Johns Hopkins University
University of Rochester
The Ohio State University
Drexel University
University of California, Los Angeles
Pennsylvania State University
University of South Florida
University of Texas, Austin
Chicago Community Trust
University of Toronto
Duke University
Yale University

Pete Lasher

Pete Lasher, Senior Vice President, brings to the firm **more than 25 years of successful fundraising experience**, including leadership of **five separate billion-dollar capital campaigns** at both private and public institutions in the US. As a consultant, he currently advises universities in North America and the UK that are in or have **successfully completed campaigns ranging from $300 million to $2.5 billion.**

Throughout his career, Pete has specialized in **driving fundraising performance** by utilizing philanthropic analytics and performance metrics to achieve campaign goals. He has particular expertise in board and volunteer management, campaign operations, major and principal gift program management, performance analytics, and fundraising training of development staff and academic and volunteer leadership.

Pete most recently served as the Associate Vice President for University Development for **Michigan State University's Advancement** team, where he directed campaign operations and managed a fundraising staff. Previously, Pete was Associate Vice President for University Development at Georgetown University and served as Associate Senior Vice President of Development at the University of Southern California.

Pete has also held leadership positions at other premier institutions, including **Associate Dean for Development and Alumni Relations** at the University of North Carolina's Kenan-Flagler Business School and Assistant Dean for External Relations at the University of Washington's Foster School of Business.

Pete has a master's in business administration from the University of North Carolina at Chapel Hill and a bachelor's degree in history from Hamilton College.

Areas of Expertise

Performance Management
Fundraising Training
Campaign Design and Execution
Volunteer Management
Vision and Priority Setting
Development of Compelling Gift Opportunities

Client list


Cornell University
Folger Shakespeare Library
McGill University
Curtis Institute of Music
The Pew Charitable Trusts
Cardiff University
American University
University of Toronto
University of Cambridge
Hobart and William Smith Colleges
INSEAD
The Pennsylvania State University
University of Calgary
University of Denver
Columbia University
Temple University
Columbia University Mailman School of Public Health
University of Denver, Mt. Allison
King's College Cambridge

Mike Levine

Mike Levine, Consulting Vice President, brings more than 40 years of experience in fundraising and management within higher education institutions to the GG+A team. Mike has provided counsel to a number of prestigious clients during his time at GG+A, including Ohio State University, Tulane University, and the Jewish Theological Seminary.

Before joining GG+A, Mike enjoyed a more than 30-year career in at the University of Chicago, working in various roles within their development department. For the last 15 years, Mike served as Associate Vice President with a focus on principal gifts. He helped close several of the biggest ever gifts to the University in partnership with the President, Deans, and Board of Trustees.

During his long career in development, Mike worked for both Brandeis University as Director of Development for the Midwest, and at the Museum of Science and Industry as their Director of Development, where he ran a successful capital campaign. For the past 15 years at Chicago, Mike served as an Associate Vice President and focused on Principal Gifts. He helped close several of the biggest gifts to the University, working closely with Presidents, Deans and Trustees.

Mike is a popular presenter and teacher. He has presented talks on a wide range of development topics at national associations including the American Association of Medical Colleges, the Council for the Advancement of Education, and the Association of Fundraising Professionals. He has spoken at international conferences and to nonprofit professionals from China. Additionally, he taught classes in the University of Chicago's Graham School certificate program for non-profit management for fifteen years, where his most popular class was "Improving Board Effectiveness." He served on the board of the Reva and David Logan Foundation and through that experience gained insight into the giving side of philanthropy.

Mike attended the University of Connecticut, the University of Illinois, and the University of Chicago, and holds degrees in History and Middle Eastern Studies.

Areas of Expertise

Board Development
Board Management
Healthcare & Academic Medicine Fundraising
Higher Education Fundraising
Major + Principal Gifts Strategy
Museum Fundraising
Personnel Management
Planned Giving
Program Management

Dan Lowman

Dan Lowman is Senior Vice President & Director of **GG+A's SurveyLab**. Dan created SurveyLab as a division within GG+A in 2016 and since that time he has overseen hundreds of surveys for all types of nonprofit organizations.

SurveyLab has become the **industry's gold standard for research** into charitable giving intent, attitudes toward an organization, case/brand messaging testing, and many other subjects. Dan oversees survey content, methodology, and reporting for online, print, phone, and in-person surveys.

In 2019, Dan and the **SurveyLab team launched DX: The Donor Experience Dashboard**, a revolutionary new product to provide real-time metrics for **donor relations and stewardship programs**

In 2004, Dan led the team that developed and launched **DonorScape®, the first-ever web-based prospect screening service**. Since that time, Dan has focused on applying data and analytics to strategic fundraising issues in support of GG+A's evidence-based approach to counsel. His work has taken him to clients in all 50 states and 8 countries.

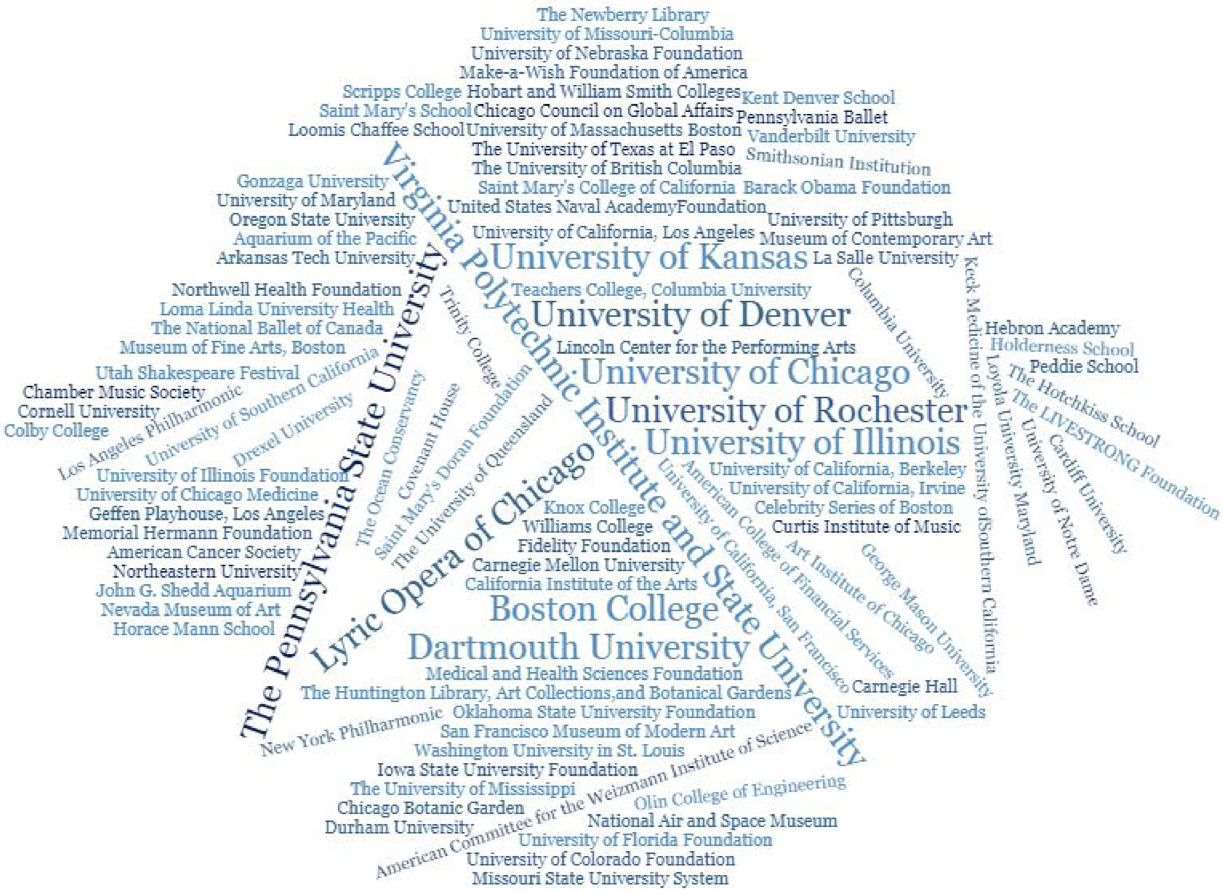
Since joining GG+A in 2000, Dan has become widely known for his expertise in market research, prospect research and management, annual giving, ratings and analytics, grateful patient programs, giving societies, campaign planning, and metrics.

Previously, Dan served as a United States Peace Corps volunteer in the Slovak Republic. Dan is an alumnus of the University of Illinois at Chicago, where he graduated with college honors and highest distinction.

Areas of Expertise

Market research
Surveys
Analytics, scoring, and ratings
Prospect research and prospect management
Data Visualization
Major gift officer portfolio management
Donor relations and stewardship
Metrics

Client List


The Newberry Library
University of Missouri-Columbia
University of Nebraska Foundation
Make-a-Wish Foundation of America
Scripps College
Hobart and William Smith Colleges
Kent Denver School
Saint Mary's School
Chicago Council on Global Affairs
Pennsylvania Ballet
Loomis Chaffee School
University of Massachusetts Boston
Vanderbilt University
The University of Texas at El Paso
Smithsonian Institution
The University of British Columbia
Gonzaga University
Saint Mary's College of California
Barack Obama Foundation
University of Maryland
United States Naval AcademyFoundation
Oregon State University
University of Pittsburgh
Aquarium of the Pacific
University of California, Los Angeles
Museum of Contemporary Art
Arkansas Tech University
University of Kansas
La Salle University
Virginia Polytechnic Institute and State University
Northwell Health Foundation
Teachers College, Columbia University
Loma Linda University Health
University of Denver
The National Ballet of Canada
Columbia University
Keck Medicine of the University ofSouthern California
Hebron Academy
Museum of Fine Arts, Boston
Lincoln Center for the Performing Arts
Holderness School
Trinity College
Utah Shakespeare Festival
University of Chicago
Peddie School
Chamber Music Society
University of Southern California
The Hotchkiss School
Cornell University
Los Angeles Philharmonic
University of Rochester
Loyola University Maryland
The LIVESTRONG Foundation
Colby College
University of Illinois
Drexel University
The Ocean Conservancy
Covenant House
Saint Mary's Doran Foundation
The University of Queensland
University of Notre Dame
Cardiff University
University of Illinois Foundation
University of California, Berkeley
The Pennsylvania State University
University of Chicago Medicine
University of California, Irvine
American College of Financial Services
Knox College
Celebrity Series of Boston
Geffen Playhouse, Los Angeles
Williams College
Curtis Institute of Music
Memorial Hermann Foundation
Lyric Opera of Chicago
University of California, San Francisco
Fidelity Foundation
American Cancer Society
Art Institute of Chicago
George Mason University
Northeastern University
Carnegie Mellon University
John G. Shedd Aquarium
California Institute of the Arts
Nevada Museum of Art
Boston College
Horace Mann School
Dartmouth University
Medical and Health Sciences Foundation
The Huntington Library, Art Collections,and Botanical Gardens
Carnegie Hall
New York Philharmonic
Oklahoma State University Foundation
University of Leeds
San Francisco Museum of Modern Art
Washington University in St. Louis
American Committee for the Weizmann Institute of Science
Iowa State University Foundation
The University of Mississippi
Olin College of Engineering
Chicago Botanic Garden
Durham University
National Air and Space Museum
University of Florida Foundation
University of Colorado Foundation
Missouri State University System

Michael McClintick

Michael McClintick, Senior Vice President and Practice Area Leader for Advancement Services, brings to the firm **over 17 years of experience** in IT strategy and operations. Prior to joining GG+A, Michael served as **Chief Information Officer at the University of Illinois Foundation** where he oversaw IT infrastructure, application development, data governance, business intelligence, records management, and customer support.

During his tenure there, he **led technology and operations services** through an extensive replacement of their legacy system and a high-growth multi-year campaign. Before his work at the University of Illinois Foundation, Michael was Executive Director of Information Technology Services at New York University. In this role, he developed and implemented enterprise operations and technology strategy that supported the university's goal of **raising $500 million in average annual revenue** and engaging 400,000 alumni worldwide. He also created university policy on the recording and use of donor engagement and financial data. Additionally, he taught classes in operations strategy as an adjunct faculty member in the Masters of Integrated Marketing program at NYU.

Prior to working in higher education, Michael served in the private sector as **Director of Network Services at TransUnion**, a global provider of consumer credit information, and Vice President of Information Technology at Diversified Title & Escrow Services. In these positions, Michael gained experience developing a strategy for and

implementing maintaining infrastructure technology and directing the day-to-day operations of IT, facilities, and marketing departments.

Michael holds a Bachelor of Science in Mechanical Engineering from Drexel University and a Master of Business Administration from New York University's Stern School of Business.

Client List

Macalester College
University of Miami
Brandeis University
University of South Florida
Florida Atlantic University
University of Kansas Foundation
University of California LA Medical Center
Medical University of South Carolina
University of Cambridge (UK)
University of Waterloo
University of Memphis
Brandman University
Colgate University
Scripps College

Jim McKey

Jim McKey, Practice Area Leader for Independent Schools and Senior Vice President, brings **more than 25 years of experience in fundraising and administration for academic institutions.** Jim has extensive experience in **planning and managing campaigns; evaluating current programs; defining successful donor strategies; working with governing boards; and identifying opportunities and solutions for growth**.

Before joining GG+A full-time, Jim served for 12 years as **Vice President for Institutional Advancement at Earlham College**, where he managed a staff of 25 and oversaw development, alumni relations, foundation relations, and communications. Under his leadership, Earlham completed a comprehensive campaign that raised $68 million, surpassing its $60-million goal. Jim also served as Director of Advancement for George School, where he managed a staff of 13 and a campaign that exceeded its $28-million goal.

Jim joined GG+A in 2015 and began serving a diverse set of clients, mostly in independent schools and higher education. His work is especially focused on helping organizations at all stages of campaigns—from early planning through execution and on to celebration and stewardship. His clients benefit from his expertise and insights into strategies for top donors and key volunteers.

Under Jim's leadership, George School received the Council for Advancement and Support of Education (CASE) Circle of Excellence Award for overall fundraising performance. His cultivation and stewardship of the school's lead donor paved the way for a $128-million gift, **the largest gift ever to an independent school,** and a subsequent bequest of $30 million. Earlier, Jim was Director of Development at Friends' Central School and served as **President of the Association of Delaware Valley Independent Schools.**

Jim began his career as an educator in independent schools, teaching history and providing counseling to college-bound students. A career transition led him to the banking industry, where he served the credit and public finance needs of schools, colleges, museums, and hospitals at First National Bank of Chicago. Jim's previous consulting engagements included providing campaign counsel to numerous Friends schools and Quaker organizations.

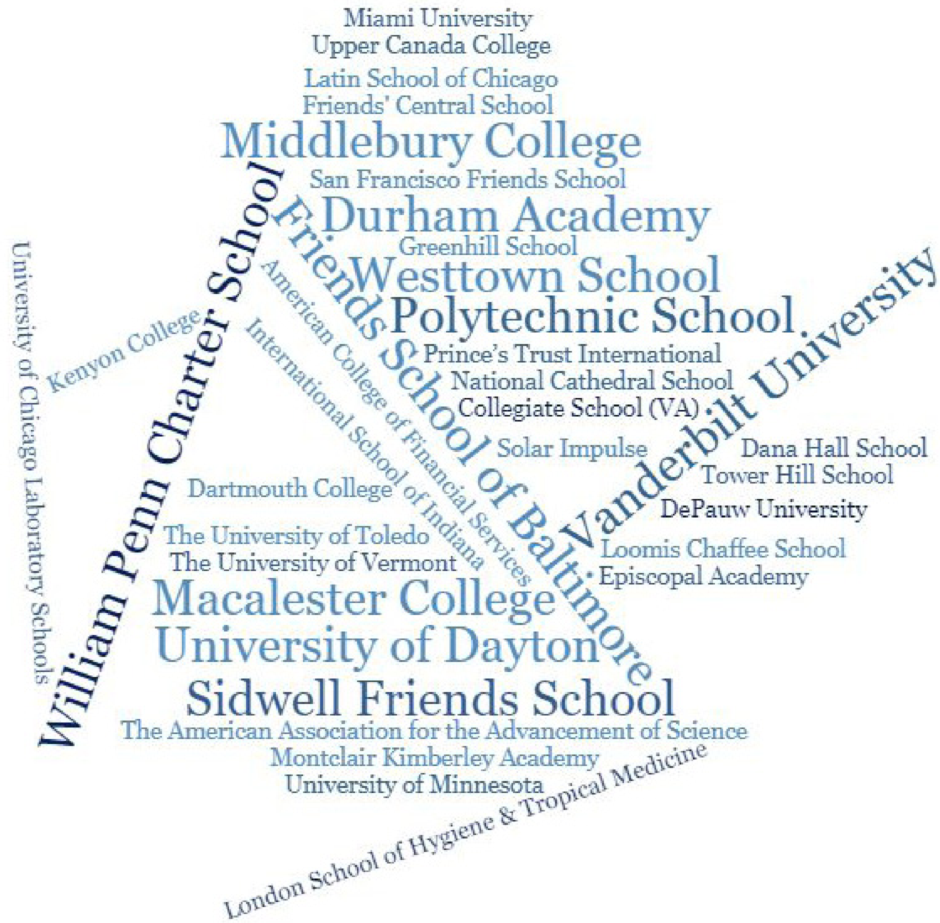
He has served on the boards of the **Friends Council on Education and the Richmond Art Museum.** Jim holds a bachelor's degree in history from Earlham College and a master's degree in teaching from Brown University.

Areas of Expertise

Planned giving
Major gifts
Planning and managing
Campaigns
Development program review
Volunteer engagement/management

Donor strategies
Governing boards
Senior management
Independent schools
Higher education

Client list


Miami University
Upper Canada College
Latin School of Chicago
Friends' Central School
Middlebury College
San Francisco Friends School
Durham Academy
Greenhill School
Westtown School
Polytechnic School
Prince's Trust International
National Cathedral School
Collegiate School (VA)
Solar Impulse
Dana Hall School
Tower Hill School
DePauw University
Loomis Chaffee School
Episcopal Academy
Vanderbilt University
Friends School of Baltimore
American College of Financial Services
International School of Indiana
William Penn Charter School
Kenyon College
University of Chicago Laboratory Schools
Dartmouth College
The University of Toledo
The University of Vermont
Macalester College
University of Dayton
Sidwell Friends School
The American Association for the Advancement of Science
Montclair Kimberley Academy
University of Minnesota
London School of Hygiene & Tropical Medicine

Anne Meyers Hobbs

Anne Meyers Hobbs, Consulting Vice President, brings more than 28 years of advancement expertise to the firm, specializing in the **independent school sector**.

Anne has been the Director of Development at the **Latin School of Chicago** for the past ten years, where she's established successful partnerships with **volunteers** and **faculty leaders** and executed a wide range of **donor relations** and **fundraising programs**.

Overseeing a team of nine professionals, Anne has led successful **capital campaigns** ranging from $18M to $50M, tripled the School's **endowment** in the last five years, and overhauled programs and structures to facilitate **cross-functional collaboration and alignment**. Previously, she served as the **annual fund director** and senior development officer.

While at Latin School of Chicago, Anne served as the Development Officer at **High Jump**, where she led all fundraising endeavors for the **academic enrichment program**, **including annual giving grants, event management, gift processing,** and **data management**. Anne was an integral part of High Jump's launch as one of the most successful enrichment programs in the country. Earlier in her career, Anne worked at **SGA Youth and Family Service** as the acting director of development and development assistant.

Under her leadership, Latin was a two-time recipient of the prestigious **CASE Educational Fundraising Award**, first for Overall Improvement in 2014 and then Overall Performance in 2015.

Anne graduated from Emory University with a B.A. in Liberal Studies and minors in anthropology and history in 1988.

Areas of Expertise

Endowment
Independent Schools
Campaigns
Annual Funds

Jeff Nearhoof

Jeff Nearhoof, Senior Vice President, brings over **30 years of experience leading advancement and development programs** in both public and private universities. Jeff has extensive experience in **prospect and donor cultivation and management, data analysis, strategic thinking, and employee management and mentoring**. He brings a depth of experience spanning multiple industries.

Prior to joining GG+A, Jeff was Vice Chancellor for Advancement at University of Illinois at Chicago (UIC) as well as Senior Vice President at the University of Illinois Foundation (UIF). In these roles, Jeff was responsible for leading all aspects of UIC advancement and implementing philanthropic initiatives as directed by the Chancellor. He also coordinated the priorities of UIC leadership and deans as well as volunteer and alumni relations, and oversaw a team of 90-plus development and alumni relations officers. In the fall of 2017, Jeff was responsible for the launch of a comprehensive campaign with a $750-million goal.

At the same time, he launched the University's first UIC Alumni Association and was responsible for managing all aspects of alumni communication and engagement. During the quiet and public phases of the campaign, UIC realized an increase in leadership level asks and dollars raised each consecutive year. Previously, Jeff served as Associate Dean for Development/Executive Director of the Feinberg Campaign after being promoted from Assistant Dean for Development and Director of Individual Giving at the Feinberg School of Medicine, Northwestern University.

Jeff led Feinberg's effort to implement a grateful patient giving program and, as Executive Director, coordinated and led all aspects of the Feinberg campaign planning activities in coordination with the University's development leadership and leadership at its affiliated hospital. Before his work at Northwestern University, Jeff served in advancement roles at University of Michigan School of Music, Theatre and Dance, Case Western Reserve University College of Engineering, the Cleveland Institute of Art, Lyric Opera Cleveland and Cleveland Ballet.

Jeff holds a Bachelor of Science in Marketing from Bowling Green State University.

Areas of Expertise

Data analysis
Donor cultivation
Employee management and mentoring
Prospect management

Client List


UCLA Jonsson Comprehensive CancerCenter
Association of American MedicalColleges
Lyric Opera of Chicago
University of Miami
Fourth Presbyterian Church
Montefiore Medical Center
Dana-Farber Cancer Institute
City of Hope
Rush University Medical Center

Stacia Pelletier

Stacia Pelletier, Consulting Vice President, brings 20 years of experience in **higher education, academic executive administration,** and **academic medicine** fundraising to GG+A. Currently the chief writer to the president of **Emory University**, Stacia offers a unique perspective at the intersection of strategic communications, executive positioning, and academic medicine.

Prior to moving to the president's office, she served as senior director of development for brain health and the neurosciences within **Emory's Woodruff Health Sciences Center**. There she managed a team of 8-10 that consistently exceeded its year-to-year major gift goals. She solicited and closed gifts including in the $1-million to $15-million range across Emory's health care and medicine operations.

Stacia brings a uniquely relational perspective to her work. An experienced teacher and collaborator, she holds a master's degree and a Ph.D. from Emory University in the history of religion and has taught courses at several universities. An accomplished and nationally recognized novelist, Stacia is the author of *Accidents of Providence* and *The Half Wives*. She understands that the most successful fundraising programs rely on creativity and innovation to differentiate themselves from others, and she knows that building programs that can incorporate creativity requires authentic relationships forged over time and with respect and candor.

Stacia lives in the north Georgia mountains with her husband and is actively engaged in environmental and conservationist efforts in the Appalachian region.

Bob Ramin

Bob Ramin, Senior Vice President, has spent his career directing and developing institutions on behalf of **animal welfare**, combining his breadth of fundraising and philanthropic knowledge with his passion for **wildlife conservation** efforts. Bob's 30 plus years in the **voluntary sector** have been focused on building organizational capacity and **transforming members into major donors**. Before joining GG+A, Bob was the President and CEO of **Washington Animal Rescue League**, where he oversaw a comprehensive medical center, state-of-the-art shelter, and food bank. He also implemented programs in **humane education**, behavior, and training. With Bob's guidance, the organization achieved and increased its fundraising goals, engaged and enhanced key **major donor relationships**, and saw an increased emphasis on **planned giving**.

From 2002 to 2012, Bob held several leadership roles at the **National Aquarium's Baltimore and Washington, DC**, locations. In his final role as Vice President and Chief Development Officer, Bob oversaw all fundraising and membership staff, directed all federal relations and served as Executive Director of National Aquarium's Washington facility. As Vice President of Development and Marketing for the **African Wildlife Foundation**, Bob directed all aspects of fundraising, marketing, and communications for the first conservation organization to work exclusively in Africa. He supervised all public relations materials for the Foundation, including overseeing the Foundation's quarterly publication, African Wildlife News. Additionally, he directed the Foundation's first comprehensive **awareness and brand-building** initiative.

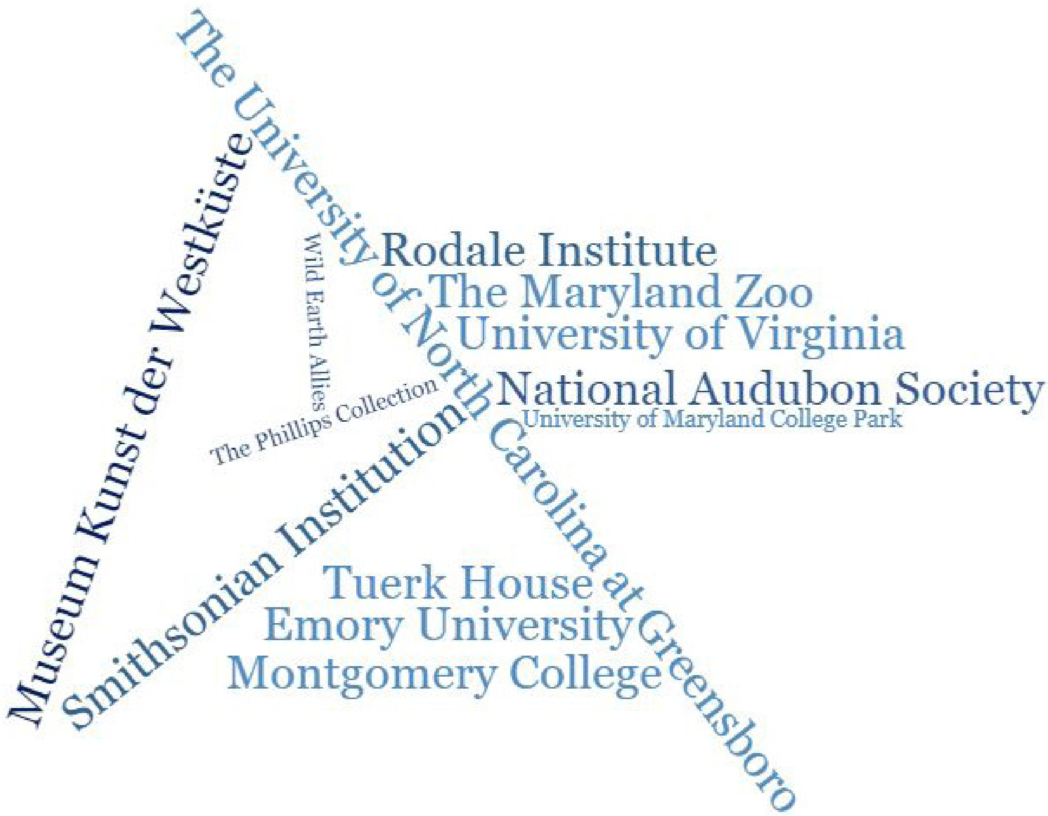
Bob has presented at numerous nonprofit fundraising conferences, including the Booz Allen Hamilton Nonprofit Speaker Series, the Annual Bridge to Integrated Marketing and Fundraising Conference, the Association of Fund Raising Professionals International and Canadian Annual Conferences, and the Association of Zoos and Aquariums Annual and Regional Conferences. In addition, over the last 5 years he has presented at workshops in China on **fundraising, marketing, sponsorship, and management to wildlife administration and zoological leadership**.

An active **community volunteer**, Bob serves as Advancement Chair and Executive Committee member for Our Lady of Good Counsel High School. He has served on the Campaign Committees of Family & Children's Service of Ithaca and the University of Maryland's College of Education, in addition to his many **alumni fundraising** roles for **Cornell University**. He holds a Bachelor of Arts in Government and a Master of Business Administration with a concentration in public administration and management from Cornell University, as well as a Master of Arts in Social Foundations of Education from the University of Maryland College Park.

Areas of Expertise

Arts and Culture
Zoological
Conservation
Strategic Planning
Major Gifts
Planned Giving

Client list


The University of North Carolina at Greensboro
Museum Kunst der Westküste
Wild Earth Allies
Rodale Institute
The Maryland Zoo
University of Virginia
National Audubon Society
University of Maryland College Park
The Phillips Collection
Smithsonian Institution
Tuerk House
Emory University
Montgomery College

Royal Rarick

Royal Rarick serves as a Consulting Associate in the **Analytics Practice Area's Survey Lab**, helping clients gain valuable insights from constituents to align donor aspirations with desired philanthropic outcomes.

Royal brings a wealth of experience delivering strategic business development projects for clients, including survey development, data collection and analysis, and communications. Before joining GG+A, Royal served as a Senior Associate in the **People Analytics Practice of PricewaterhouseCoopers** in Washington, D.C., where he developed and led client-focused strategic organizational planning projects.

Royal conducted all facets of stakeholder analysis for both public and private sector clients, including coordinating focus groups, materials collection, qualitative analysis, designing and writing reports, and overseeing the work of associate-level project support staff. He also led project teams in the delivery of **customized organizational research** survey programs to help further client missions, including designing survey questionnaires, performing **qualitative and quantitative data analysis**, and producing and presenting executive-level reports.

Prior to working in Washington, D.C., Royal worked for nearly 10 years with Chicago-based firms in a number of organizational development and operational roles, applying his **expertise in survey development** and administration. Most recently, as a Senior Analyst with Willis Towers Watson, Royal led project teams in designing, conducting and analyzing large-scale, customized organizational performance and culture surveys, producing client-facing reports that emphasized actionable data analysis.

Royal holds a Master of Arts in Industrial/Organizational Psychology from The Chicago School of Professional Psychology and a Bachelor of Arts from the University of Nebraska where he majored in both Psychology and Communications.

Areas of Expertise

Grateful patient and physician engagement review
Program review
Prospect management
Portfolio analysis and training

Adrian Salmon

Adrian Salmon, Vice President, GG+A Europe, brings **20 years of direct-marketing fundraising experience** in the higher education, arts and culture, and wider nonprofit spheres.

His particular expertise includes direct mail fundraising, annual giving program management, and management of contributions from integrated mail and online appeals.Before joining GG+A in 2015, Adrian was Footsteps Fund Manager at the **University of Leeds**, where he dramatically **increased the University's number of donors**, annual giving income, and contributions from integrated mail and online appeals.

Adrian also **implemented an automated propensity scoring system**, the first to be used by a university in the United Kingdom, and designed and implemented the University's first dedicated 20-seat fundraising call center. Prior to joining the University of Leeds, Adrian served for more than nine years with The Phone Room Ltd. as Director of Client Services and as Head of TPR Education. He headed **numerous award-winning telephone campaigns** for nonprofit clients, including the National Galleries of Scotland, Symphony Hall Birmingham, and the Southbank Centre. He also established successful telephone fundraising campaigns for **University of Salford** and **Birkbeck, University of London.**

Adrian holds a Bachelor of Arts degree in English from the University of Cambridge and is a member of the Institute of Fundraising. Adrian serves on the Advisory Panel of Rogare, the new practitioner-focused fundraising think tank at Plymouth University's Centre for Sustainable Philanthropy.

Areas of Expertise

Digital Fundraising
Direct Marketing
Monthly Giving Programs
Staff and Volunteer Teaching and Coaching
Telephone Fundraising
Annual Giving
Benchmarking
Copywriting
Donor Retention and Loyalty
Social Media Fundraising

Client list


Virginia Polytechnic Institute and State University
Cancer Research UK
University of Dundee
Parkview Health
Seattle University School of Law
Cancer Research UK
ESADE Business School
Dartmouth College
University of Warwick
King's College London
Ann & Robert H. Lurie Children's Hospital of Chicago
Carnegie Mellon University
University of Edinburgh
The University of Sheffield
New York Institute Technology
KIPP Foundation
Emory University
IE University
Pomona College
University of Southampton
University College Dublin
University of Virginia
Alder Hey Children's Charity
Northampton Community College
Center Theatre Group
The Sutton Trust
Aston University
Heriot Watt University
Appalachian State University
New York Institute of Technology
Nova Southeastern University
IESE Business School
Regent's University, London
Quinnipiac University
University of Toronto
Durham University

Jason Shough

Jason Shough, Vice President, provides **integrated communications counsel** and **responsive creative services** for clients in higher education, healthcare, and arts and culture. His expertise in cross-channel communications strategy, creative direction and verbal branding helps clients **activate their communities of supporters, energize their advancement programs, and build their philanthropic brands.**

His current work with GG+A clients includes vision and priority setting, case writing, campaign communications planning, institutional branding, strategic messaging, direct appeal copywriting, executive speechwriting, and message refinement via digital workshops with advancement communications teams.

Prior to joining GG+A, Jason was Associate Creative Director of copywriting at SimpsonScarborough, where he led cross-disciplinary teams in developing marketing campaigns and brand training programs for higher ed clients. He also created impactful brand messaging for more than 50 clients as a Senior Copywriter at two creative agencies: GSW Advertising and Ologie.

Earlier in his career, Jason served in multiple executive communications roles at The Ohio State University. First as a Speechwriter for the Office of the President, and later as Communications Director for the President Emeritus, he drafted remarks, editorials, tweets, digital stories, and press briefings to advance the university leadership's goals.

Jason holds a Master of Science in Journalism from Northwestern University and a Bachelor of Arts in English from The Ohio State University.

Areas of Expertise

Case for Support
Vision and Priority Setting
Communications Plan
Brand Identity

Client list


Taos Art Museum
Emanate Health (formerly Citrus ValleyPartners)
Haas School of Business (University ofCalifornia, Berkeley)
Greenhill School
Southeast Missouri University
Tecnológico de Monterrey
University of Denver
Louisiana State University
Siemer Institute
University of Waterloo
Florida Atlantic University
George Fox University
American University
University of Toronto Faculty of Arts &Science

Laura Simic

Laura Simic, Vice President, brings more than 30 years of experience in fundraising and management within higher education institutions to the GG+A team.

Before joining GG+A, Laura served Boise State University, as Boise State's Vice President of Advancement. There, she was responsible for leading the advancement division's teams in development, donor relations, alumni relations, communications and operations, in addition to planning and leading multi-million-dollar campaigns for scholarships and facilities. Laura counseled the University president and board members, as well as trained volunteers, administrators, and faculty in fundraising, donor relations, and alumni activities. Her leadership secured the University's largest single gift to date of $25 million.

Prior to this role, Laura was chosen as Interim Vice President for Development and Alumni Relations at Creighton University after having served there as the Senior Associate Vice President for Development and Campaign Director. Laura also served as Associate Vice Chancellor for Development at the University of North Carolina at Charlotte, as well as Assistant Vice President and Director of Planned Giving at the University of Tennessee, Knoxville. Laura has extensive experience fundraising for professional schools and university libraries; her career at Knoxville began with her role as Director of Development, University Libraries and College of Communications, and she previously served at the University of Oregon as the Coordinator of Library Development and the Principal Coordinator of the Library Capital Project.

Laura is a Certified Fund Raising Executive and has audited coursework in taxation and estate planning at the University of Tennessee College of Law. She is currently a Trustee of the Mortar Board National Foundation, Director of the Idaho Women's Charitable Foundation and Opera Idaho, a Development Committee Member of the Idaho Youth Ranch, and member of the Biotzetik Basque Choir. She has previously served in volunteer leadership roles for a myriad of organizations, including the University of Oregon National Alumni Association and the Delta Delta Delta Foundation.

Laura received a Bachelor of Arts in journalism from the University of Oregon and a Master of Sciences in education and leadership studies from the University of Tennessee.

Areas of Expertise

Board Development
Campaign Management
Healthcare & Academic Medicine Fundraising
Major and Principal Gift Strategy

Christine O'Neill Singer

Christine O'Neill Singer, Consulting Vice President, brings to the firm more than 40 years of experience in institutional advancement. She has held a wide array of leadership roles in the nonprofit sector, serving **cultural organizations, higher education** and **global conservation**. Her expertise in **integrated resource development strategy** and **management** includes all areas of fundraising with an emphasis on **individual philanthropy, volunteer leadership development, campaign planning and execution, team capacity building,** and **advancement support services**.

Prior to joining GG+A, Chris served as Vice President for Individual Giving at **World Wildlife Fund**, the world's largest conservation and environmental organization. Chris envisioned, built and provided **strategic and operational leadership** for a comprehensive program to develop relationships leading to significant philanthropic support for the six pillars of WWF: **climate, food, fresh water, wildlife, forests and oceans**. Working with senior Board leadership and all staff across the U.S. organization, Chris **built a culture of philanthropy** to re-imagine and develop a ten-year strategy toward the framework **for a multi-billion dollar campaign.**

Over the years, Chris served in several roles at the **University of Chicago**. As Associate Vice President for Alumni Relations and Development, Chris led the 160,000 member Alumni Association of the University where she **rebuilt senior volunteer leadership structures**, **expanded and reinvigorated a global volunteer network**, **strengthened internship and alumni mentoring programs** and **raised the effective profile of University alumni within the highest levels of University leadership**. Chris then continued as Senior Advisor and Executive Director, **Harper Society**, where she worked to ensure the meaningful involvement of donors of extraordinary gifts multi-million dollar gifts and of emeriti trustees. Earlier in her career at Chicago, Chris headed the **Alumni Fund** of the University.

Additionally, Chris has served as the Vice President for Development and Marketing at the **Lincoln Park Zoological Society**, and Vice President for Development at the **Art Institute of Chicago**, providing strategic direction for advancement, staff development and mentoring, and budget planning, and responsibility for fundraising, gift planning, and advancement services for each institution.

Chris has worked with the **University of Toronto** major gifts staff, **teaching and coaching** both in a seminar setting and individually in person and virtually. Chris also specializes in **Strategic Planning Study** interviews, most recently at the **Lyric Opera of Chicago** and **Temple University**. Chris offers the full range of her long and successful experience meeting challenges of all kinds, at all levels, in all areas of Advancement in partnership with top institutional officers and Board members as well as key staff and volunteer leaders, particularly in the cultural, conservation and higher education sectors.

Chris hold a B.A. from Michigan State University and did graduate work at the University of Chicago.

Areas of Expertise

Cultural Organizations
Higher Education
Global Conservation
Volunteer Leadership Development
Campaign Planning and Execution
Major and Principal Gifts Structure and Stategies
Vision and Priority Setting
Staff Teaching and Coaching

Client List

Eric Snoek

Eric Snoek, Vice President, brings to the firm 30 years of development and advancement experience within **higher education and independent educational** institutions. He has extensive experience in individual giving; advancement planning and management; capital campaigns and campaign planning; training development staff and Board members; engagement programs; stewardship programs; moves management; and volunteer management.

Eric works with clients to build sustainable fundraising success in campaigns and in ongoing development efforts, serving as a consultant, coach, or in an interim management role. Specifically, he has experience in **evaluating contemporary advancement programs**; identifying opportunities and strategies for growth; organizing fundraising priorities; guiding the planning and execution of **major campaigns**; and managing all facets of advancement programs, including **principal and major gifts**, planned giving, annual giving, alumni relations, and stewardship. His fundraising and consulting experience makes him particularly qualified to understand the distinct culture and opportunities at a wide range of institutions, including **complex public universities, private colleges, independent schools, hospitals and health care systems, and cultural institutions.**

Before joining GG+A, Eric served as Vice President, Advancement, for **Interlochen Center for the Arts** in Michigan, where he led the effort to create a unified advancement program with expanded outreach, engagement, and fundraising activities. Interlochen secured record levels of support from alumni, parents, and patrons under his leadership.

Prior to this role, Eric served as Vice President for College Advancement at **Wheaton College in Massachusetts,** where he provided leadership and vision for all aspects of Wheaton's external relations department, which included alumni relations and annual giving, development, advancement services, communications, research, and events and conferences. Although in a period between campaigns, his emphasis on a coordinated and systematic advancement effort led Wheaton to record-setting annual fund and conference revenue while capital giving was sustained at campaign levels.

Before joining Wheaton College, Eric served as **Director of Development at Bucknell University**, playing a major role in the leadership of *The Bucknell Campaign*, which raised $188.3 million against a $150 million goal.

Eric has also served as Director of Annual and Leadership Giving at the University of Massachusetts Amherst, where he built a personal solicitation team to enhance the existing phone and direct mail effort, exceeding program goals. He began his advancement career as a staff member on the University's Alumni Relations team.

He has also provided pro bono fundraising consultation to several nonprofit organizations and served as a board member in two districts of the Council for the Advancement and Support of Education (CASE).

Eric holds a bachelor's degree in communication studies from the University of Massachusetts Amherst.

Areas of Expertise

Principal and Major Gift Strategy
Portfolio Management
Campaign Readiness Assessment
Campaign Feasibility Study
Program Design
Gift Officer Training
Gift Officer Management
Stewardship
Ongoing Counsel

Client List

Megan C. Williamson

Megan C. Williamson currently serves GG+A as a Consulting Associate. Since 2014, she has supported and **provided counsel to more than 150 clients** across the firm's sectors and industries. Her work at the firm has focused on alumni relations, communications and marketing, strategic planning, and the structuring and resourcing of development programs.

Prior to joining the firm, Megan worked as the Director of **Individual Giving at Housing Opportunities for Women**, where she developed and implemented strategies in direct mail, e-solicitation, special events, communications, website management, and social media. In her role, she **increased annual event revenue by 22%**, planned and produced all development and organizational publications, and worked as part of the leadership team on key strategic issues, including organizational merger plans.

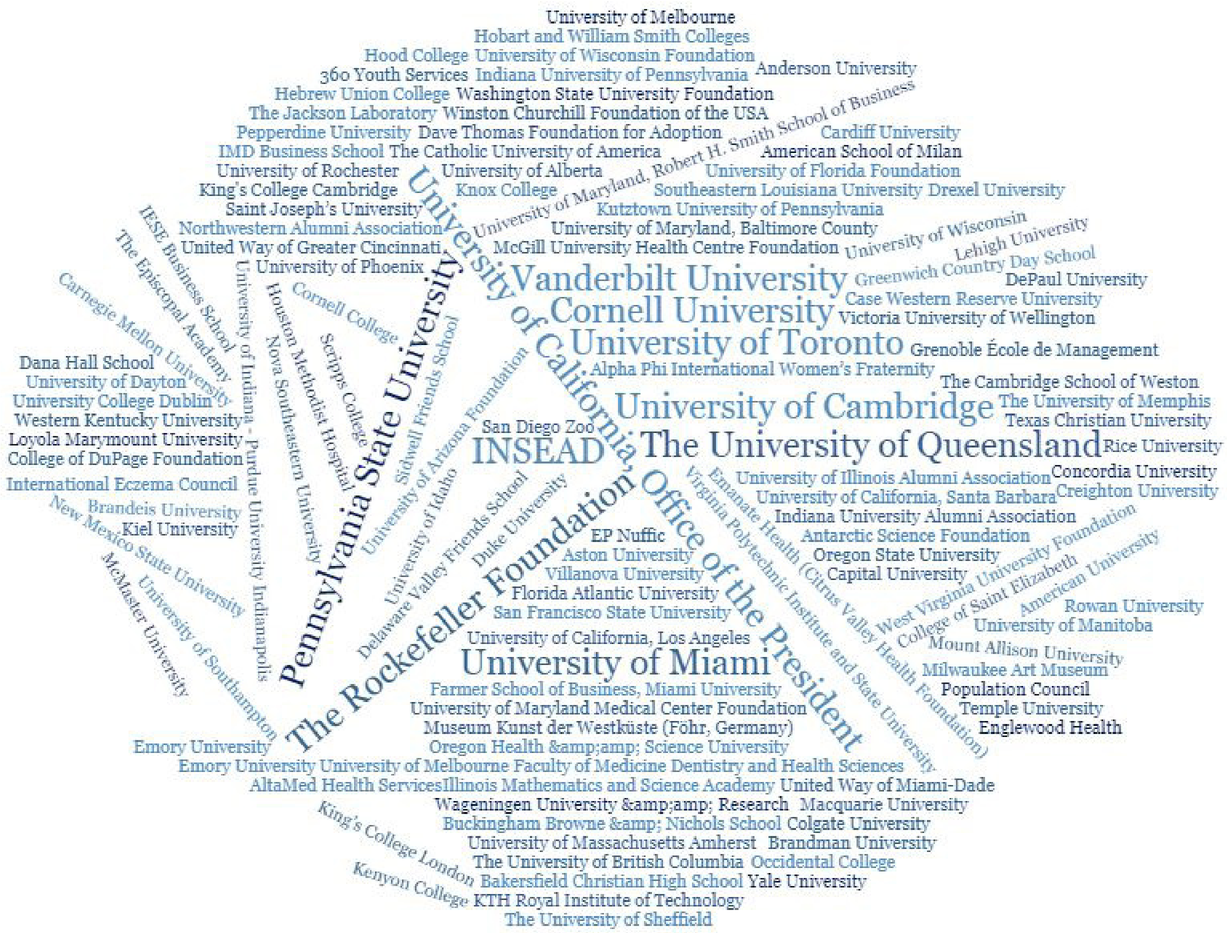
Previously, Megan served as a **development and public relations professional** with a focus on nonprofit administration, volunteer management, and board relations for Old St. Patrick's Church; Project Exploration; Girl Scouts – Prairie Winds, Inc. (Girl Scouts of Chicagoland and Northwest Indiana); and Glenwood School for Boys and Girls (Glenwood Academy).

Megan holds a Bachelor of Arts degree in journalism and mass communication from Drake University and a Master of Public Administration degree from the University of Illinois at Springfield. She has also been a Certified Fund Raising Executive (CFRE) since 2011.

Areas of Expertise

Alumni Engagement
Higher Education Fundraising
Human and Social Services
Membership Programs
Voluntary Sector
Volunteer Management
Youth & Family Services

Client List


University of Melbourne
Hobart and William Smith Colleges
Hood College
University of Wisconsin Foundation
360 Youth Services
Indiana University of Pennsylvania
Anderson University
Hebrew Union College
Washington State University Foundation
The Jackson Laboratory
Winston Churchill Foundation of the USA
Robert H. Smith School of Business
Pepperdine University
Dave Thomas Foundation for Adoption
Cardiff University
IMD Business School
The Catholic University of America
American School of Milan
University of Rochester
University of Alberta
University of Florida Foundation
King's College Cambridge
Knox College
University of Maryland
Southeastern Louisiana University
Drexel University
Saint Joseph's University
Kutztown University of Pennsylvania
Northwestern Alumni Association
University of Maryland, Baltimore County
United Way of Greater Cincinnati
McGill University Health Centre Foundation
University of Wisconsin
Lehigh University
University of Phoenix
Greenwich Country Day School
DePaul University
Vanderbilt University
Case Western Reserve University
Cornell University
Victoria University of Wellington
University of Toronto
Grenoble École de Management
University of California, Office of the President
Pennsylvania State University
The Rockefeller Foundation
Alpha Phi International Women's Fraternity
The Cambridge School of Weston
University of Cambridge
The University of Memphis
Texas Christian University
San Diego Zoo
INSEAD
The University of Queensland
Rice University
Dana Hall School
University of Dayton
University College Dublin
Western Kentucky University
Loyola Marymount University
College of DuPage Foundation
International Eczema Council
Carnegie Mellon University
The Episcopal Academy
IESE Business School
University of Indiana - Purdue University Indianapolis
Houston Methodist Hospital
Nova Southeastern University
Cornell College
Scripps College
Sidwell Friends School
University of Arizona Foundation
University of Idaho
Delaware Valley Friends School
Duke University
University of Illinois Alumni Association
Concordia University
University of California, Santa Barbara
Creighton University
Indiana University Alumni Association
Antarctic Science Foundation
Emanate Health (Citrus Valley Health Foundation)
Virginia Polytechnic Institute and State University
Oregon State University
Capital University
West Virginia University Foundation
College of Saint Elizabeth
American University
Rowan University
University of Manitoba
Mount Allison University
Milwaukee Art Museum
Population Council
Temple University
Englewood Health
New Mexico State University
Brandeis University
Kiel University
McMaster University
University of Southampton
EP Nuffic
Aston University
Villanova University
Florida Atlantic University
San Francisco State University
University of California, Los Angeles
University of Miami
Farmer School of Business, Miami University
University of Maryland Medical Center Foundation
Museum Kunst der Westküste (Föhr, Germany)
Oregon Health & Science University
Emory University
Emory University
University of Melbourne Faculty of Medicine Dentistry and Health Sciences
AltaMed Health Services
Illinois Mathematics and Science Academy
United Way of Miami-Dade
Wageningen University & Research
Macquarie University
Buckingham Browne & Nichols School
Colgate University
King's College London
University of Massachusetts Amherst
Brandman University
The University of British Columbia
Occidental College
Kenyon College
Bakersfield Christian High School
Yale University
KTH Royal Institute of Technology
The University of Sheffield

Nicole Wilson

Nicole, Consulting Vice President, is a skilled and passionate development professional having worked for the **Metropolitan Museum of Art**, one of the world's largest cultural institutions. At the Museum, she served as an Associate Development Officer on both the Capital Campaign and the Foundation and Government Giving teams, identifying prospective **foundations** and government entities and working across departments on numerous **sophisticated communications** including successful proposals to support exhibitions, conservation, and educational programming.

She also served as an independent contractor for the Museum, providing assistance to different areas of the Development Office, including the **Annual Appeal, Foundation Giving,** and **Corporate Giving**. Nicole has vast knowledge of ancient history and art and has been an Instructor for courses on Greek and Roman mythology, ancient Greek history, and Roman art and architecture at the **University of Calgary**. From 2012-2014, she was a Mellon/American Council of Learned Societies Public Fellow at the Metropolitan Museum of Art.

Nicole earned her Ph.D. and her M.A. in Greek and Roman Studies from the University of Calgary and her B.A. from Loyola Marymount University in History and Classical Civilizations.

Areas of Expertise

Arts and Culture
Corporate and Foundation Relations
Annual Giving
Communications

David C. Wu

David C. Wu, Consulting Vice President, brings more than 30 years of professional experience in development and fundraising. David currently serves President of the **San Diego Zoo Foundation** where he provides overall leadership for the **Development** and **Membership** teams that raise over a $100 million annually. Prior to this appointment, he served as Chief Advancement Officer at **Woodland Park Zoo**, where he provided leadership for a highly integrated group of professionals in the fields of **communications, development, membership, marketing,** and **government relations**.

David previously served as Chief Development Officer for **PATH**, an international nonprofit that transforms global health through innovation. In this role, he led PATH in achieving its first $125 million campaign and **increased private support by 250% in four years**. As the Associate Vice President for Campaign and Development Programs at the **University of Washington** (UW), he worked closely with the president, provost, and other development staff and volunteers to provide leadership and direction for a comprehensive capital campaign with a working goal of $2 billion over seven to eight years. He was also responsible for leading and managing university-wide campaign and development programs, which included campaign programs (**campaign operations, prospect management tracking**), individual gift programs (**principal and leadership gifts, regional and international programs, planned giving**), and **corporate and foundation relations**.

Prior to this, David served as Acting Vice President for Development and Alumni Relations at UW. In this position, he was responsible for providing overall leadership and direction for UW's comprehensive campaign, as well as its development and alumni relations staff. David created **solicitation strategies for $5 million to $100 million gifts** and restructured the alumni and development senior management team to respond to the needs of the organization during the **campaign planning** and **leadership transition**.

During the seven years prior to this appointment, he served as Assistant Dean for Development and External Affairs at **UW College of Arts and Sciences** and was a member of the College's executive committee. David was responsible for leading the College's **development, alumni relations,** and **communications programs**, with the goal of maximizing fundraising and external relations opportunities. He was instrumental in developing and implementing the College's first **strategic planning initiative**, and he managed the growth of the department from seven staff members to 23. Prior to that, David also held development positions with **Seattle University**, the **University of California, Los Angeles**, and **Bowling Green State University**.

David has been a member of both the Council for Advancement and Support of Education (CASE) and CASE District VII Board of Trustees. He served as a CASE faculty member for the Summer Institute for Fundraising at Dartmouth College and Fundraising for Newcomers. He also has been a Board Member for the National Society of Fundraising Executives, Seattle Chapter, and acted as a Visiting Expert with The Chinese University of Hong Kong Philanthropy/Fundraising Resource and Advisory Unit. He is currently on two boards: Global Impact and the Association of American Museums.

David received his bachelor's degree in political science from Virginia Tech, and his master's degree in higher education administration from Bowling Green State University.

Areas of Expertise

Higher Education
Zoological
Communications
Membership
Marketing
Government Relations
Prospect Management
Campaign Planning
Leadership Transition

Client List

www.grenzebachglier.com

Chicago Office

200 South Michigan Avenue
Suite 2100
Chicago, IL 60604

+1-312-372.4040

UK Office

180 Picadilly
London W1J 9HF

+44-(0)20.7917.1758

Grenzebach Glier and Associates