

**CURRENT DIRECTORS UP FOR RE-ELECTION**



**James L. Chmielewski  
Vice President, Client Services  
Public Interest Communications**

James “Jim” Chmielewski has been Vice President, Client Services for Public Interest Communications (PIC) for the past 15 years. PIC is a full-service telemarketing agency that specializes in fundraising for non-profit organizations. It is based in Falls Church, Virginia with calling centers in Pittsburgh and Salt Lake City. Jim has worked at PIC in a variety of positions since 1986 and has been a member of DMAW for over 25 years.

The programs that Jim has instituted on behalf of his clients integrate their fundraising direct response programs with telemarketing, direct mail and the internet. Those clients include Amnesty International USA, Disabled American Veterans, Mothers Against Drunk Driving and World Wildlife Fund. Jim is a multiple MAXI Award winner and in 2008, he directed an online activist conversion campaign for Defenders of Wildlife that won a DMAW “Big Idea” Maxi.

Jim is a former DMAW Board Member and has served as the MAXI Award Chair for the past seven years. Jim also currently serves on the DMAW Program and Marketing committees and is the DMAW liaison to the DMAWEF Board. Jim attends the Bridge Conference annually, was a presenter at this year’s Bridge Online and has been a Bridge Conference volunteer for the past five years.

Jim received a Bachelor of Arts from the University of Pittsburgh with a major in Communications and English Writing. Jim is a native of Pittsburgh, Pennsylvania and currently lives in Annandale, Virginia



**Meg Ferguson**  
**Business Development Director**  
**Production Solutions**

Elected to the DMAW board in January 2017, Meg Ferguson has served as the program committee co-chair, helping to formulate and guide our educational offerings. Meg currently serves as a Business Development Director for Production Solutions, an industry-leading direct mail strategy and execution firm. With over 15 years of direct marketing, fundraising, and production management experience, Meg puts her passion for supporting critical nonprofit missions to work daily through strategy, implementation, and innovation.

Meg’s career began in marketing at Nordstrom where she gained invaluable experience, but eventually found her true calling in the nonprofit sector in 2001. Throughout her career in agency and production management environments, Meg has developed and implemented strategic direct marketing programs for a variety of nonprofit organizations.

To educate herself in a broader scope of philanthropic fundraising, Meg earned her CFRE accreditation in 2015. This certification has provided her with a more comprehensive understanding of the importance of relationship building, ethics and accountability, and a realization that fundraising and long-term sustainability are about more than securing a single gift.

Meg has been volunteering for the DMAW in various capacities since 2010 – speaking regularly at educational programs and at the Bridge Conference and judging the MAXI’s. Being involved in the educational sessions has given her another avenue to impart knowledge and learn a great deal too. The ability to continuously learn has been vital to what keeps her interested and engaged in what she does every day, ultimately making her a better fundraiser. Through countless positive experiences, Meg has gained a great deal professionally and personally as a direct result of the DMAW. It would be her pleasure to continue to serve the Association as a member of the Board of Directors and continue to positively impact the DMAW and its members through her passion and enthusiasm for this industry.

She currently resides in Pasadena, MD with her two teenaged sons, and Labrador-Mastiff “daughter.”



**Marie Kosanovich**  
**Account Director**  
**Lautman Maska Neill & Company**

Marie has worked in the Direct Marketing industry for almost 25 years – 15 of which have been dedicated specifically to fundraising for nonprofit organizations. During that time, she has held a variety of positions ranging from a member of a web offset press crew, to a customer service rep for multi-million-dollar high end retail catalogs to direct mail production. Now, as an Account Director at Lautman Maska Neill & Company, Marie manages the direct response campaigns for the Chesapeake Bay Foundation, Marine Corps Association Foundation, United Spinal Association, Ronald McDonald House Charities, and the Parkinson’s Foundation.

Marie has been an active member and volunteer for the DMAW for over 10 years. She has been a speaker at the Bridge Conference, monthly Lunch & Learns, and DM201 here in DC as well as Philadelphia. She has volunteered at the Bridge Conference for a number of years, has served on the Association Day committee, written blogs, and continues to judge the MAXI Awards. She was honored by the DMAW in 2015 with the Rising Star Award. Since becoming a member of the DMAW Board of Directors, she has served as Chair of the Programs committee for three years, Co-chair of the Marketing Opportunities Committee, and participates in a variety of other committees on a regular basis. In 2019, she was elected to serve as President of the DMAW Board and is currently on the Executive Committee as Immediate Past President. Marie has also been on the Board of The Nonprofit Alliance since 2018.

In her free time, Marie indulges her passion for philanthropy by volunteering with the USO of Metropolitan Washington-Baltimore, where she has logged over 900 volunteer hours since 2011. She is also a volunteer for the Honor Flight Network, where she gives tours to WWII and Korean War Veterans from all over the country. Although she has moved around the country several times over years — from Milwaukee, WI to southern GA — Marie finally settled down in Arlington Virginia but is proud to call Pittsburgh, PA her “home.”

Marie received her Bachelor of Science degree from Clarion University with a concentration in marketing and received her Master’s degree in Business Administration from Frostburg State University.



**Jade Nguyen**  
**Vice President of Digital**  
**The Lukens Company**

Jade is a seasoned professional in developing campaign strategies in the digital space with over 12 years of nonprofit experience. Her strengths include executing fundraising, membership, and branding programs while keeping up with the latest digital advertising platforms. She has worked with a variety of clients including the Art Institute of Chicago, Gates Foundation Discovery Center, National Committee to Preserve Social Security and Medicare, and the Women’s Bar Association of the District of Columbia, just to name a few.

Under her guidance, Jade’s team manages email programs, executes advertising campaigns, oversees web development projects, and more. She holds professional certifications in Google AdWords and Acoustic Campaign. Jade is a faithful volunteer for the DMAW and former DMAW Rising Star Award recipient. As a current Board Member, she serves as a member of the DMAW Programs Committee, DEI Committee, and Marketing Committee. Jade also chairs the Digital Day Forum and DMAW Membership Committee, with a focus on engaging and mentoring the organization’s Young Professionals. She has served as a panelist at several industry conferences, and is looking forward to continuing her role as a Board Member by furthering the goals and mission of the DMAW, to help move the industry forward, and to adapt and explore new opportunities for members and the industry as a whole during these challenging times.

Outside of the office, Jade’s love for animals led her to become a volunteer for Last Chance Animal Rescue, where she lends a helping hand at local adoptions centers. She is also a RYT 200 yoga instructor for studios in the DC and Northern Virginia area. Jade is a graduate of the University of Maryland, and the proud mother to her daughter Evie, pup Johnny, and cat Pierre.



**DeDi Oxenberg**  
**Senior Vice President, Managing Director**  
**CDR Fundraising Group**

Since beginning her term in 2017, DeDi has served on the program committee, awards committee and volunteer committee. During her day job, she serves as Senior Vice President, Managing Director of at CDR Fundraising Group, ensuring that she and her client teams deliver the highest quality services and direct response products to CDR’s nonprofit clients. Working closely with her teams and clients, DeDi excels at optimizing integrated direct response strategies across multiple channels, including Direct Mail, Digital, Social Media and Direct Response Television (DRtv). Delivering best practice, on-brand, cross-channel messaging, award-winning creative, smart testing and results that consistently meet or exceed her clients’ fundraising, membership and advocacy goals is a hallmark of DeDi’s tenure in the nonprofit industry, which spans more than fifteen years. If you asked DeDi’s colleagues to describe her, they’d say she’s a smart, highly organized leader, a tenacious task master, a dedicated fundraiser, and a teammate you can always count on.

A natural born leader and mentor, DeDi enjoys working closely with and teaching her colleagues — helping them grow and develop into future team and industry leaders. DeDi has always been passionate about and been active in our industry.

DeDi holds a B.S. in Marketing from the Robert H. Smith School of Business at the University of Maryland. A proud mom of two children, she and her family are currently in the midst of what they’ve dubbed their “50 state challenge” with a goal to visit all 50 states before 2023. They are currently 10 states shy of achieving their goal. DeDi is also an avid volunteer for her clients causes and for her community.



**Heather Philpot  
Senior Vice President  
Political and Public Affairs  
Infogroup**

As Senior Vice President of Political and Public Affairs, Heather is responsible for the growth and strategic development of both practices, as well as working with nonprofit charities. Her vision of helping marketers acquire high value donors, advocates, and raise awareness to issues through data driven, multi-channel campaigns has enabled her to aide some of the biggest brands. Most recently, Heather built the Infogroup Public Affairs division working with associations and companies to educate and mobilize advocates to weigh in on various area of policy.

Prior to joining Infogroup in 2015, Heather was a Vice President at Wiland, Inc., a leading cooperative database provider of business intelligence and targeted donation data. Under her direction, Wiland became known as the go-to data provider for campaigns, political organizations, and political committees. With over a decade of experience in targeted data, major donor fundraising, direct mail, and campaign management, Heather understands all facets of the process.

A graduate of the University of New Mexico, Heather was born and raised in Albuquerque, NM, and currently lives in Arlington, VA. She enjoys reading, traveling, and any outdoor activity with her husband, Michael.



**Rebecca Shapalis  
Senior Account Director  
Avalon Consulting Group**

Rebecca is a Senior Account Director at Avalon Consulting with over 15 years of direct marketing experience that includes creative and strategic oversight, and a deep understanding of client issues and messaging—underpinned by her dedication to process improvement and efficiencies by always asking “Why?”

Prior to her 6 years at Avalon, Rebecca spent 10 years with Production Solutions, a direct mail implementation firm, which gives her a fresh perspective on schedule and vendor management—beyond just making the trains run on time. And her inherent service-centric personality enables her to establish positive and productive relationships with her client base. Rebecca currently manages fundraising programs for National Parks Conservation Association, Maryland Food Bank, Bread for the City and Humane Rescue Alliance.

Rebecca is also actively involved in our industry—as evidenced by her winning the DMAW Emerging Leader Award in 2015, which recognizes young people with promise who have been in the industry for at least five years. In addition to volunteering at DMAW events, she has co-chaired the Bridge Conference Volunteer Committee for both the 2015 and 2016 conferences. As a current DMAW board member, Rebecca serves on the sponsorship committee, *Marketing AdVents* committee and the Programs committee

Beyond her day-to-day responsibilities, Rebecca is an Avalon mentor and trainer and helps her colleagues to find solutions and answers to everyday challenges in the complex world of direct marketing fundraising. She’s also recently joined Avalon’s new Diversity, Equity, and Inclusion committee dedicated to creating a safe and inclusive workspace and culture for all. In her spare time, she’s usually chasing her toddler son, Jack, around the park or cleaning up after one of his many messes in the kitchen.



**Teresa Weaver  
Vice President, Client Services  
O'Brien Garrett**

Teresa Weaver is the Vice President of Client Strategy at O'Brien Garrett, where she gets to work with amazing clients who are making an impact on the causes about which she is passionate, and allows her to be curious about *everything*, especially around fundraising.

Teresa started her career at Production Solution where she worked for four years. She then raised money for the World War II Memorial at Stephen Winchell. The groundbreaking was a moving experience, and she remains proud of that work and the amazing monument on the Mall.

She moved to O'Brien Garrett in April 2002 where she joined the production team and since then served an Account Executive and Account Director, before taking on the role of VP of Client Strategy.

An expert in data and analytics, Teresa focuses on how that data drives fundraising strategy and has helped her clients' fundraising programs reach new heights. From her work implementing a groundbreaking collaborative fundraising model for Planned Parenthood and expanding their C3 and C4 work, to helping revamp the acquisition strategy for NRDC to rely less heavily on cute baby bears and wolves and focus on digital acquisition and donor conversion, to guiding the NAACP during the swell in the racial justice movement in 2020. Teresa is at her best when problem solving and raising the bar for performance-driven organizations.

Teresa has been active in the DMAW for too many years to mention, most recently serving as the Treasurer in 2018 and 2019 and working on the sponsorship, Maxi and 2020 nomination committees, as well as the helping to develop the strategic plan, and participation in the Advents committee.

She lives with her husband in Burke, Virginia, where she enjoys spending time with her two incredibly busy teenagers and her adorable pug Piper— please don't tell her cats.



**NEW CANDIDATE**



**Amy Bobrick**  
Vice President, Strategy  
Merkle Response Management Group

Starting with her first job after college at a small nonprofit in Washington, DC, over the last 12 years, serving the nonprofit community has been the focus of Amy’s career. Amy grew from learning the basics at two nonprofits to expanding her knowledge working at an agency as an account manager. After a couple of years as an account manager, she realized that she had an affinity for data and passion for problem-solving and transitioned to a strategy and analytics role.

Since March 2017, Amy has been the Vice President of Strategy at Merkle Response Management Group, a donation processor in Hagerstown, MD. At Merkle RMG, her focus is developing innovative solutions that tackle some of the industry’s biggest fundraising challenges—like, new donor conversion, donor retention, increasing donor value. Leveraging her experience, Amy is reimagining the “back-end” of fundraising creating new solutions and workflows that complement the efforts on the “front-end” of fundraising. Under her guidance, in mid-2018, Merkle RMG launched *Rapport*, a collection of automated donor stewardship solutions.

Amy is a contributor to industry newsletters and publications. At the onset of the COVID-19 pandemic, she published a weekly *COVID-19 Impact Report* to share insight into mail volume and other donation trends from Merkle RMG’s perspective. She has contributed to the DMAW’s *Marketing Advents* and other industry publications.

In 2020, Amy was a member of the ANANPF’s conference planning committee and was nominated as one of the co-chairs for ANANPF’s 2021 conferences. She is a familiar face at these, the Bridge Conference, and other industry events volunteering and contributing as much as possible.

Outside of the office, Amy is active in her local community. Since 2018, she has been on the Board of Directors for the Women’s Resource Center in Newport, RI. She is a member of the Executive Committee and was renominated as the organization’s Development Chair. For the 2020 election, Amy is the campaign manager for a city council race, *Paul Marshall for Newport City Council*. On the weekends, you will find her volunteering at a beach clean-up or scooping trash out of Narragansett Bay.

**NEW CANDIDATE**



**Benjamin Childers**  
Director of Account Services  
Engaging Networks

Ben's first exposure to nonprofit work was helping his dad at charity golf events. He was one of those kids helping folks park their cars, get their carts, and find their balls when they didn't quite hit the green. Since that time, he has been doing what he could to make the world a better place.

He started out working as a lifeguard when in high school. Then, after college, went on to substitute teach in Columbus Public Schools and Kent City Schools for three years. In 2011, he moved out to Tucson, Arizona, where he received his Masters in Education and spent three years teaching high school mathematics. It was during this time that he started to work more with nonprofit organizations. He did work with Voices for Education - helping them in 2011 deploy a coherent social media strategy. He also volunteered for numerous political campaigns and helped the Artifact Dance Company build out their major gift program and technical backend to support their giving program, ticketing system, and store.

After seven years of teaching, Ben wanted to see what would be available outside the classroom. He then started working for the University of Arizona Health Sciences (UAHS) Development team. For the first six months, he did data management (Raiser's Edge), prospecting, and worked with the stewardship and cultivation teams. He then moved on to be a major gift officer, soliciting gifts between \$25,000 and \$250,000 to support student scholarships, cutting-edge research, and basic science innovations. Ben learned the ropes of fundraising with UAHS and then had an opportunity to apply those skills working with the Sabin Vaccine Institute, in Washington, DC, to help them build out a major gift program and to rebuild their database (Salesforce).

Ben currently works for Engaging Networks as their Director of Account Services. He leads a team of folks at Engaging Networks that work with nonprofits on their supporter engagement and digital strategy around fundraising, advocacy, and email marketing. He spends his time making sure that clients can take advantage of a robust eCRM platform. He also works to ensure that clients understand how their technology stack works together to allow them to raise more money, get more clicks, and push out more advocacy actions.

Ben brings a technology-first mindset to much of his work. He works to help clients realize that their digital strategy is most valuable when it permeates all parts of an organization.

When not helping out clients, Ben enjoys spending time with his partner, two dogs, and a cat at their place in Northeast DC. You can probably find him running throughout our city most mornings. He is also working towards his MBA through the University of Illinois at Urbana-Champaign — focusing on Global Challenges in Business & Strategic Leadership and Management.

**NEW CANDIDATE**



**Brenna Holmes  
Principal & Senior Vice President  
CCAH**

Brenna leads digital services at CCAH, and in the past 11 years she’s grown the team from two jack-of-all trade generalists to a comprehensive in-house team of frontend developers, house-file and acquisition strategists, and digital specialists of all stripes; empowering savvy clients to exponentially grow their digital and multichannel programs by creating multimedia surround sound campaigns that reach supporters no matter where they “live”. She is an ardent evangelist for supporter-centric marketing built on user behavior and first-person data.

During her time here, she’s also been active with the DMAW community. Attending, presenting and volunteering at annual Bridge conferences, Best of Direct, List Bazaar, Innovative Formats, Data Strategy Forum, DMAW-EF events, various lunch and learns, and happy hours. She was proud to chair the DMAW’s inaugural Digital Day creating a day of digital-first content to expand DMAW’s reach to new audiences: at nonprofits, agencies and software partners. She then co-chaired two additional years of growth before recruiting CCAH team members to pass the torch on to continue to nurture and develop the workshop.

Brenna has an eclectic background that includes public relations, cross-channel marketing, web design, media training, hospitality, GOTV and advocacy integration, and she simply loves combining them with the tenets of behavioral and decision science. This varied education allows her to craft effective user experiences that resonate and push staff and clients forward (*often outside their comfort zones*) to continue to grow.

Brenna is a *big* believer in lifelong learning and takes great pride in expanding and teaching in CCAH’s own “MBA” program for midlevel staff. She’s eager to have the opportunity to help shape the future of the DMAW’s educational programing—bringing more multimedia, data savvy, and technical content to the compliment the already exceptional marketing and creative-based trainings.

She has two master's degrees from Syracuse University (Go Orange!): public relations with a communications law and public good focus, and public administration with a nonprofits focus; as well as a double major BA from Sonoma State University, in her home northern California wine country. If you know Brenna, you know she's an avid oenophile, and equally at ease discussing varietals, wine regions or food pairings, as she is with tech-stacks and nonprofit strategy!

She's thrilled to have the opportunity to bring her diverse skill set along with an incessant energy and enthusiasm to the DMAW Board. When she believes in something, like she does the DMAW Values and Mission, she is an extremely vocal—and persuasive—advocate.

**NEW CANDIDATE**



**Brian O'Keefe  
Senior Vice President  
MarkeTeam**

Brian has spent the last 20 years in the non-profit fundraising industry. First, as a Major Gift Officer at Yale University, and for the last 17 years at MarkeTeam L.L.C. (formerly Target MarkeTeam) where he took on an increasing portfolio of responsibilities before assuming his current position of Senior Vice President of Client Services in 2012. He is an advocate for his clients and has a passion for the direct response industry.

While at MarkeTeam, Brian has worked with some of this country's most innovative non-profits, including UNICEF USA, Sierra Club, Smile Train, Memorial Sloan Kettering Cancer Center, and Paralyzed Veterans of America. His breadth of experience across fundraising sectors and long-term industry experience has shaped his belief that the next 10 years will bring significant change to our industry, from the political and regulatory environment (especially concerning privacy issues) to technological changes (artificial intelligence), and is eager to take a leadership role in helping chart our course in the face of these changes

Because of Brian's broad understanding and knowledge of nonprofit development programs, he has been able to advise a very diverse set of clients on varied strategic implementations ranging from addressing diversity initiatives with multi-channel campaigns for large international relief and environmental organizations to focusing on younger donors for regional children's hospital using behavioral science insights.

Although relatively new to the DMAW, having joined in 2018, Brian looks forward to lending his time and a fresh perspective as a DMAW Board Member.

Brian is proud graduate of the University of Georgia and currently resides in Roswell, GA with his wife of 21 years, Amy, and his 17-year old son Patrick.

**NEW CANDIDATE**



**Christy Radke**  
**Vice President, NFP, Data Solutions**  
**Epsilon**

Christy Radke's passion has always been to serve Non-Profit organizations. Christy started in the direct response industry directly out of college working in the Fundraising department of National Demographics and Lifestyles.

Christy's expertise has always been focused on finding the right audience for her clients. She is proud of the data assets she has marketed to the industry and of the relationships she's built across nonprofits throughout her time in our industry. In 2006, she helped launch Abacus for NFP's. Her focus for ten years has been bringing NFP accounts into the coop where she is an advocate for those clients. She now manages Epsilon's nonprofit team and is adamant about service, efficiency and helping NFP's drive donations through a multi-channel approach.

Christy has been active on boards for hospice, historical societies and the Maritime Children's Museum and a patient advocate board at her local hospital. She has raised funds through marathons for her favorite charities and now that three of her four children are in college, Christy is excited for the opportunity to become an active member of the DMAW Board. Christy has been a constant in the industry volunteering at the Bridge and various industries over the years.

**NEW CANDIDATE**



**Dan Sonners  
Director of Nonprofit Marketing  
Conrad Direct, Inc.**

Well over a decade ago, I entered the fundraising industry and immediately developed a passion for helping non-profits find new donors, raise more money, and push the fundraising envelope with innovative ideas. Since then, I've had the privilege of helping a wide range of non-profits acquire over 1 million new donors with a passion that has only grown over the years.

I began my career in the list industry entering spreadsheets and processing list orders and have worked my way up to Director of Non-Profit Marketing at Conrad Direct where I've worked my entire career. Along the way, I've developed a tremendous amount of appreciation for all of the roles which make up successful organizations and companies and the importance of having a culture which empowers new voices and ideas.

As a list broker, I see how direct mail helps nonprofits grow every day and am proud to be a champion for print in a digitally driven world. However, I also believe that channel silos are preventing the sector from reaching its full potential and that breaking silos down is a key to maximizing generosity and building a more prosperous industry.

In recent years, I've committed myself to becoming a thought leader on the benefits of an unsiloed approach to fundraising and being involved with DMAW has provided me with incredible opportunities to do so. I've been attending DMAW events since early in my career and since 2017 have had the honor of co-chairing the Data Strategy Forum. I'm proud to play a leading role in producing a unique event which recognizes the importance of direct mail while helping fundraisers of all kinds become more well-rounded in a complex marketplace.



I'm running for the DMAW Board of Directors because I have a genuine desire to give back to this great business and to help create opportunities for others. If elected, I pledge to be an advocate for programming which highlights the benefits of unsiloed fundraising, encourages and enables collaboration among DMAW members, spurs fundraising innovation, and provides forums for young and diverse DMAW members to elevate their ideas. I'd also strive to apply my experience creating original content to help DMAW enhance its digital presence, provide more value to its existing members, and reach more potential prospects.

I believe the combination of my unique experience, genuine passion, and original ideas will be valuable for helping the DMAW Board meet the fundraising challenges of today and better prepare the industry for the challenges of the future.

**NEW CANDIDATE**



**Gina Swan  
Senior Account Director  
RKD Group**

Gina Swan brings 25 years of fundraising and direct marketing experience in developing innovative, results-driven programs for non-profit organizations. Her work has been centered in direct response strategy and client service. She is energized by the power of data and analytics in driving strategy and meeting goals. As a direct-marketing veteran, Gina has fundraising experience in multiple verticals that span hospital, health care, education, animal welfare and many more.

In her current role as Senior Account Director at RKD Group, Gina provides senior strategic oversight to her clients and her counsel is highly valued. She also leads a team of entry-level coordinators and mid-level managers with a focus on collaboration and teamwork. Gina's passion for data driven strategy and her commitment to excellence has driven her to staying relevant in this evolving multi-channel fundraising environment. She is eager to put this type of forward and flexible thinking to work and help the fundraising industry better understand the multi-channel donor and build strategies that ultimately raise more revenue for non-profit organizations.

In addition, Gina is an active volunteer on the Association of National Advisor's (ANA) Conference Planning Committee. She is also a fundraising consultant to The Bethlehem Holy Child Program, where she provides strategic fundraising direction that is helping to expand education programs for children in the Bethlehem region of the Holy Land.

The DMAW's interest in fostering the next generation of experts in direct response fundraising aligns well with Gina's interest in collaboration and her desire to strengthen the community of fundraising professionals into the future. Gina finds great joy engaging newcomers to the field with opportunities to develop their fundraising and direct marketing knowledge. A position on the DMAW Board will allow her to share her knowledge and enthusiasm for direct response fundraising with a broader audience.

**NEW CANDIDATE**



**Kathy Swayze, CFRE  
President & Creative Director  
Impact Communications**

Kathy is eager to join the board of DMAW because of her deep commitment to professional development for all. The educational programming provided by DMAW is essential as we navigate a rapidly changing marketing and fundraising environment. Last year, Kathy assisted the Bridge conference in revising the Call for Papers to improve the diversity of our speakers. She is interested in using her role on the DMAW board to continue transforming educational programming with a Diversity, Equity and Inclusion framework.

Kathy has worked in the direct marketing and fundraising fields for more than 30 years. She has had outstanding success at helping organizations improve their fundraising results by telling their unique story. She has provided strategy and copywriting for more than 300 organizations including ACLU, Alzheimer's Association, AARP Foundation, EMILY's List, League of Conservation Voters, National Geographic Society, World Wildlife Fund and many others.

Kathy is also recognized for her leadership and volunteerism within the fundraising and direct marketing industry. She is a former President of the Association of Fundraising Professionals-DC, one of the co-founders and a former Education co-chair for the Bridge Conference and has held many other volunteer roles. Kathy was honored as the Washington, DC region's 2012 Outstanding Fundraising Professional at National Capital Philanthropy Day. She currently serves on the Board of the National Democratic Club.