

Multi-Channel Mini-Con – Collective Speaker Bios

Dave Raley, Founder, Imago Consulting

Consultant, speaker, writer, and founder of Imago Consulting, Dave works with leaders who recognize the importance of innovation as a path to profitable growth. Over two decades, Dave has worked with more than 100 organizations to identify and understand opportunities, develop new strategies and launch new products and initiatives. He's the author of The Wave Report, a weekly report on waves to watch – trends and lessons that leaders can learn from and apply to their leadership. He's also the co-founder and host of the Purpose & Profit Podcast – a show about the intersection of nonprofit causes and for-profit businesses.

Bert Salter, Senior Account Director, Concord, Direct

With a long-time passion for great service, Bert has been integrating both online and offline campaigns for more than 15 years. He understands that a successful campaign requires a strong team, focused vision, and open communication between all areas of an organization. At Concord Direct, he utilizes his initiative and management skills to further the missions of nonprofit organizations and ensures every project runs smoothly.

Melanie Williams, Creative Director, Concord Direct

Melanie is a creative and analytical marketer who loves capturing ideas and turning them into successful campaigns that elicit responses across multiple channels. With a keen eye for patterns in data, she is always looking for ways to improve strategies and creative solutions. She's known for her inquisitive nature and attention to detail, ensuring that every project is completed to the highest standards.

Nick Barone, Director of Digital Services, Concord Direct

Nick has a passion for digital services and uses his deep understanding of the dynamic and ever-evolving industry to create integrated campaigns for nonprofits. He is highly skilled at building and executing digital campaigns for optimal performance which elevates success for all areas of his clients marketing and fundraising.

Craig Depole, President, Newport One

Craig has more than 25 years of fundraising and direct marketing experience in developing innovative, results-driven programs for leading nonprofit organizations. Craig works closely with nonprofit clients

to build effective strategies and design compelling creative offers that achieve fundraising success. He has raised hundreds of millions of dollars over his career for important missions in all sectors by fostering long term relationships with donors through donor-centric, integrated direct response fundraising strategies. His work has been recognized with numerous awards for excellence and innovation from direct marketing associations, including the recent Big Idea award from the DMAW MAXIs.

Craig is a thought leader in the direct response fundraising community. He currently serves as Chair of the ADRFCO Council and serves on the board of The Nonprofit Alliance. He's a frequent speaker at industry conferences, an author and contributor to industry publications, and serves on the Advisory Council of the Nonprofit PRO publication. He is a California native that lives in Maryland with his wife and rescue pup.

Monica Muten, Senior Director, Direct Response Marketing, Special Olympics is currently the Sr. Director, Direct Response Marketing at Special Olympics and has been a fundraising professional with more than twenty years of experience. She joined Special Olympics in 2018 and is focused primarily on developing and driving strategy for the direct mail, telemarketing, and sustainer programs.

Prior to Special Olympics, Monica spent ten years with the National Wildlife Federation in a range of roles specializing in monthly sustainers, telemarketing, donor appeals, acquisition, and renewals. She also spent several years working at a direct response fundraising agency where she executed campaign strategy for non-profit organizations like Amnesty International, Environmental Defense, Children's Defense Fund, Public Citizen, along with many others. Monica has dedicated her career to the non-profit sector and enjoys working on all aspects of direct response but is most passionate about building strong monthly donor programs.

Nora Millwood, Vice President, Client Services, NNE Marketing has spent the last 18 years developing integrated fundraising strategies for nonprofits spanning the human service, international relief and health care sectors. Using data and analytics to inform investment and planning, she has supported organizations including Feeding America, The Fresh Air Fund, Habitat for Humanity, American Lung Association and Special Olympics among many others. While managing all aspects of fundraising programs for her clients, Nora has focused her interests on high value audiences including sustainers, middle donors and alternative media sourced new donors.

She holds a Bachelor of Science degree in Marketing from Boston College. Nora lives in Northern Maryland and spends her days chasing after her two little girls and dog.

Justin Henry, President, Synergy Direct Marketing Solutions, LLC is a seasoned marketing professional with over 20 years' experience. Justin is an expert at integrating phone-based

communications designed to reinforce messages, build relationships, and enhance financial support. He serves over 100 non-profit clients, while leading multiple business units.

Justin has pioneered strategies to integrate Texting, Broadcast Voice Messaging, Donor Conference Calls, Mid-Level Donor Engagement, and Outbound Tele-Fundraising into his clients' communication strategy to provide more personalized and dynamic messaging to donors, resulting in higher retention and more overall revenue from those donors.

Mary Getz, Principle & Founder, MESH Marketing

With more than 15 years of experience in online communications and fundraising, Mary Getz has been the strategic and creative lead for digital campaigns for a diverse range of charitable, political and religious institutions. Mary's thought leadership has helped her clients raise money, grow and cultivate their constituent base, drive advocacy actions and develop their online brands.

Her background in integrated marketing and multichannel campaigns paired with strong technical skills enables Mary to help clients bridge the gap between strategy and implementation.

She thrives on a challenge – whether that's a new way to identify and view donor segments or leveraging emerging technology to expand an organization's reach. She brings creativity and discipline to all aspects of her work driving campaigns to measurable new heights.

When she's not trying out the latest social app or checking on a campaign's current stats, you'll probably find Mary at Nationals Park where she is a season ticket holder and avid baseball fan.

Tim Kachuriak, Founder and Chief Innovation and Optimization Officer for NextAfter, a fundraising research lab consultancy, and training institute that works with charities, nonprofits and NGOs to help them grow their resource capacity.

A nonprofit thought leader, Kachuriak is the author of the book *Optimize Your Fundraising*, lead researcher and co-author of the *Online Fundraising Scorecard*, *Why Should I Give to You? (The Nonprofit Value Proposition Index Study)*, and *The Midlevel Donor Crisis*. Kachuriak has trained organizations in fundraising optimization around the world and is a frequent speaker at international nonprofit conferences.

Kachuriak is also the co-founder and board member for the Human Coalition, a member of the board of directors for Open Doors USA, an Advisory Board Member for the SMU Digital Accelerator, and an Advisory Board Member for the Blackbaud Institute for Philanthropic Impact.

Kachuriak lives in Prosper, TX with his wife Rebecca, and their four children: Max (14), Charlie (13), Gracie (11), and Joe (5).

Chris Pritcher, CEO, RKD Group

As RKD's CEO, Chris brings 15 years of executive nonprofit marketing leadership into RKD Group's mission to help people find meaning and significance by connecting donors and members with organizations that are working to make the world more humane, just and compassionate. Chris joined RKD in 2023 after eight years as a strategic leader at Merkle, Inc., where he held positions that integrated data, analytics, creative and strategy capabilities toward significant growth and value creation. Prior to Merkle, Chris spent 10 years at Royall & Company, where he held multiple positions as he advanced through the company and helped to strategically scale Royall's nonprofit direct marketing practice.

Amy Sukol, CFRE, Principal, Lautman Maska Neill & Company

Amy Sukol takes pride in safeguarding and stewarding the personal connection between non-profit organizations and their donors. In her role as Principal at Lautman Maska Neill & Company, Amy accomplishes this by utilizing her more than two decades of experience in all areas of the direct response fundraising process.

Ms. Sukol is a certified fundraising executive who currently oversees the direct mail programs for a number of organizations, including ACLU, Chesapeake Bay Foundation, TelecomPioneers, JDC, Food & Friends and JBI International. Ms. Sukol has worked with a wide variety of organizations over the course of her career including Accion, Recording for the Blind and Dyslexic, Zero to Three, the Free Library of Philadelphia, American Society for the Prevention of Cruelty to Animals (ASPCA), the American Committee for the Weizmann Institute of Science, United States Holocaust Memorial Museum, Gay Men's Health Crisis, AVSC, National Museum of the American Indian, Children's Hospital of Philadelphia, and National Museum of Women in the Arts.

Ms. Sukol is also an active participant in the non-profit community as a volunteer. She has worked for a number of local organizations using her fundraising and writing expertise. She is also a frequent speaker at industry conferences and serves on the Board of the Direct Marketing Association of Washington.

She is a Phi Beta Kappa graduate of Penn State University, where she earned a degree in History.

Rachel Penney, Senior Director of Investment Services, Integral

Rachel Penney has been with Integral for 10 years where she has supported numerous nonprofits in their fundraising efforts. She has experience working with nonprofits across sectors, conducting analyses of marketing programs and overall file performance, and providing investment recommendations. She also manages direct mail acquisition programs for several clients and always enjoys digging into the data.

Misti Dragano is Sr. Vice President, Media Relations at 1st Degree and brings 25 years of achievements in marketing, strategic planning, business development, finance and legal strategy to the organization. Misti has a history of designing and implementing award winning omnichannel marketing solutions that empower clients to reach new audiences and build brand loyalty. Her clients include many of the most respected nonprofit organizations in the country as well as leaders in the retail, consumer packaged goods, shipping and manufacturing industries.

Prior to 1st Degree, Misti was Director of Business Development for MCI, forging groundbreaking affinity marketing partnerships with some of the nation's largest consumer businesses. Prior to MCI, Misti spent seven years in a variety of finance, accounting, and business analysis roles with Electronic Data Systems. Misti holds a bachelor's degree in business administration from Indiana University of Pennsylvania and a Juris Doctorate from Georgetown University.

James M. Langley, President of Langley Innovations, has pioneered a number of advancement practices that have been emulated by hundreds of organizations. The knowledge he acquired from conceiving and conducting three path-breaking campaigns at three major institutions and the insight he gleaned from decades of research on donor behavior has been shared in five books, dozens of articles, hundreds of blog posts and scores of seminars, workshops and speeches. His expertise and insight, particularly on how institutions can adapt best to changing and unchanging philanthropic realities, is highly sought after by many institutions and professional advancement organizations.

Jeff Cosgrove, Business Development, Nonprofit Data Solutions, Epsilon

Jeff Cosgrove has been working with non-profits for 20+ years in fundraising and branding. For the last 10 years, he has been at Epsilon leading work with non-profits, political organizations, and government agencies in the digital media and data practices.

Kevin Schulman, Chief Innovation & Optimization Officer, DonorVoice is an academically trained social scientist with years of experience in the commercial and non-profit sector. He is the founder and Managing Partner of DonorVoice, a retention and donor experience company serving non-profits in the US, Canada, Europe, UK and Australia. Kevin has developed the Commitment Model to measure and manage the donor relationship. His insights serve as the foundation for the number one, best-selling fundraising book, "Retention Fundraising, The New Art and Science of Keeping Your Donors for Life." He is also the Founder of DVCanvass, a F2F canvassing company that provides acquisition and retention services based on the social science of why people give. And, he is the Managing and Contributing Editor for The Agitator/DonorVoice, an internationally read blog with over 7,000 subscribers.

Taylor Shanklin, CEO & Founder, Barlele +Creative Sizzle

Taylor is a TEDx speaker, podcast host + producer, and marketing innovator in the social impact sector. She speaks regularly at global conferences such as AFP ICON and The Nonprofit Technology Conference, and she has helped hundreds of organizations tell their story in digital channels. Taylor is the Founder and CEO of Barlele, a brand and growth strategy firm that helps businesses and organizations grow through clear storytelling and strategic growth coaching.

Robin Benatti is the Director of Philanthropy for World Food Program USA.

With more than twenty years of experience focused exclusively on connecting caring individuals with causes that inspire them to act, Robin has dedicated her career to helping organizations meet their financial goals through direct response marketing. Robin has held leadership roles at the National Museum of Women in the Arts, the Democratic Senatorial Campaign Committee, and at Nexus Direct, an international direct response agency. Robin is an active volunteer within the direct marketing industry, including having served on the Program Committee of the DMAW.

Robin received a B.A. in Art History from James Madison University. She lives in Alexandria, Virginia with her husband Charlie, two daughters, Ella and Sylvie, and their 175 lbs. English Mastiff named Bodhi.

Sam Parry, Associate Vice President, Membership, Environmental Defense Fund

Bio to come.

Kristina Williams, Managing Director, Membership Acquisition, Sierra Club

Kristina Williams is an accomplished fundraiser with over 10 years of experience in advocacy and arts organizations. Currently serving as the Managing Director, Membership Acquisition at the Sierra Club, she is responsible for member recruitment and onboarding activities. Previously, she served as the Deputy Director, Membership at the Human Rights Campaign where she helped to engage and mobilize more than 3 million members and supporters to support LGBTQ+ equality. Prior to working at HRC, Kristina worked at many arts organizations including Woolly Mammoth, Arena Stage, and Shakespeare Theatre.

Amy Braiterman, VP Omnichannel Solution, Data Axle

Amy leads our nonprofit Omnichannel strategy team. Their charter is to provide our clients with innovative marketing strategies to increase their brand presence, acquire new donors, and retain more donors that organizations worked hard to acquire. She's an industry veteran with deep understanding

of how to bring together fundraising technology, media platforms and data to create constituent experience to drive action. Amy's 'data-first' approach elevates our client's projects to improve their ROI. She's lives by her motto: think big, but keep it actionable.

Richard Geiger, Senior Vice President, brings to Data Axle a wealth of experience as a sales and services professional with distinguished leadership roles in selling and delivering strategy, analytics, business process and technology to large complex nonprofit organizations. Working with the nonprofit solutions group, Richard's focus is on enabling organizations to drive more mission using the vast commercial, cooperative, and nonprofit data solutions across all of Data Axle.

As a trained urban and regional planner and fundraising analytics practitioner, Richard has deep experience with data, data collection and analysis, and using data to solve problems and tell stories. He has had the great fortune to work with organizations that include American Cancer Society, March of Dimes, Feeding America, Humane Society of the United States, Heifer International, University of Arizona, Clemson, Furman, and West Virginia University Foundation. Engagements include work on providing leadership, strategy, and infrastructure and business process support for constituent engagement efforts.

Richard holds a Bachelor of Arts with a dual degree in Business and Politics/Philosophy/Economics as well as a Masters of Urban and Regional Planning, both from the University of Pittsburgh. In addition, he holds a Certificate in Data Analytics and Visualization from Cornell University.

Kimberly Bottom, Associate Director of Sales, Feathr

Kimberly Bottom is a passionate storyteller and a sharp strategic thinker with more than a decade of experience in digital media. As Associate Director of Sales at Feathr, Kimberly consults with nonprofits on the most effective and efficient ways to know, grow and engage their audiences through GOOD digital marketing. Thanks to Feathr's 4-day work week, Kimberly has ample time outside business hours to explore her passions in travel, fitness, music and the great outdoors, as well as spend quality time with her husband and 2 Labradors.

Jay Schwedelson is the founder of SubjectLine.com, the leading free subject-line rating tool ranked in the top 1% of all websites worldwide. Having led [SubjectLine.com](https://www.subjectline.com) through the testing of more than 15 million subject lines, Jay uses his knowledge to guide organizations across multiple industries on how to implement impactful email marketing.

Jay is also the president and CEO of Outcome Media, a multi-brand marketing services company whose portfolio includes SubjectLine.com and Guru Events.

Schwedelson is a recognized marketer who plays a significant part in sharing thought leadership throughout the industry. He has keynoted and presented for more than 50 organizations and has been named to Crain's Top 100 Industry Leaders for 10 consecutive years.

Joanne Wilson, Vice President of Advancement Operations at The Humane Society of the United States. In this role, she leads the organization's Donor Care, Telemarketing, Direct Response Media, and Face-to-Face operations.

Joanne has been involved in nonprofit fundraising for close to two decades and got her start in nonprofit fundraising at EMILY's List, where she helped grow the monthly giving program and managed the telemarketing efforts. She has also managed mail and phone programs at Defenders of Wildlife. After a turn on the client services side at Chapman, Cubine, Allen and Hussey, and Creative Direct Response where she worked with a wide range of progressive, arts, and animal welfare clients, Joanne transitioned to The Humane Society of the United States in 2015.

She is a Trinidad and Tobago native who migrated many moons ago, and is a graduate of Montgomery College, and American University, where she studied International Relations and U.S. Foreign Policy. Joanne lives in Maryland with two children who regularly outsmart her, and a bunny who believes she owns the house.

Meghan Sharon, Digital Strategist at TrueSense Marketing: Meghan is a digital and multichannel marketing professional with nearly a decade of experience in the nonprofit and agency settings. Over the years, she has partnered with humanitarian, animal welfare, higher education, medical, and veterans' organizations to embrace the omnichannel world we live in and develop effective fundraising programs. Meghan strives to help organizations raise the funds they need to drive positive change and create a brighter future for those they serve. She has a deep fascination with donor psychology and believes that understanding the motivations of donors is at the heart of successful fundraising efforts. By combining this knowledge with data-driven insights, Meghan hopes to continue connecting donors to the causes they love and make a lasting impact in the world.

Angie MacAlpine, VP/Creative Director at TrueSense Marketing: Angie has always had a passion for writing and a heart for helping others. She has been using her creative powers to help nonprofits make the world a better place for nearly 20 years. Angie has led the creative strategy and execution for direct-marketing programs for just about every type of charitable organization imaginable, in every channel imaginable. She has produced award-winning and, most important, effective multichannel fundraising campaigns for both national and local organizations. She knows what moves donors to give and is always ready to come up with fresh ideas to take fundraising programs to the next level.

April Avant, Senior Vice President, New Heights Communications

April Avant is a Senior Vice President at New Heights Communications, known for her expertise in driving impactful and innovative communications campaigns.

A dynamic leader, April transformed her small business, Tr3fecta Media, into a thriving business with millions in revenue. While building and scaling the digital communications programs at the NAACP Legal Defense Fund (LDF), April coordinated and launched a successful digital media campaign opposing Judge Kavanaugh's nomination, which featured a video collaboration with 13 diverse civil rights organizations and award-winning artist John Legend, received over 8 million impressions over a 7-day ad flight. As the Director of Digital Communications at Progress Virginia, she doubled the organization's list capacity, utilizing email, social media, and search marketing tactics to mobilize supporters and amplify their message. At Physicians for Social Responsibility (PSR), April grew and enhanced the organization's online presence, driving increased revenue and engagement. She developed and managed PSR's digital programming, which netted an average 8% increase in annual revenue.

During the 2021 Georgia Senate runoff elections, drove millions of dollars in earned media coverage for State Voices partners showcasing her ability to strategically navigate high-stakes political environments. She has also trained numerous partners on leveraging their stories during media interviews to increase visibility, resulting in enhanced brand recognition and engagement.

April is a highly skilled individual with a broad range of certifications and proficiencies. She is adept at Python, HTML/CSS, Google AdWords, project management, Google Analytics, Adobe Creative Suite, and more. Her technical expertise allows her to optimize digital platforms and drive exceptional results for her clients and organizations.

As a thought leader and speaker in the industry April shares her insights, empowering others to excel in the ever-evolving world of communications at events and platforms like Direct Marketing Association and NonProfit Pro,

April attended Florida Atlantic University and lives in Washington DC within walking distance of some of DC's best places to eat.

Fun Fact: April once created and managed "The Nosh," a highly acclaimed pop-up supper club in Washington DC, receiving positive reviews from The Washington Post and Feastly now Tastemade.

Martha Schumacher, CFRE, ACFRE, MInstF, President, Hazen Inc. and HILT

Martha H. Schumacher, CFRE, ACFRE, MInstF is an avid active listener, philanthropy ambassador, educator, coach, mentor, author and champion. She is President of Hazen Consulting and the Hazen Institute for Leadership Training (HILT), creating global strategies to elevate social impact and philanthropy.

Martha has worked with and within nonprofit organizations for 25 years. Her most recent in-house adventure was leading the Defenders of Wildlife fundraising team for nine years. Her clients have

included Conservation International, Emory University, Best Buddies International, Campaign for Tobacco-Free Kids, and National Geographic Society.

Martha is an Association of Fundraising Professionals (AFP) Global Past Chair, and previously served as AFP/DC Chapter President. She holds the International Advanced Diploma in Fundraising with Distinction, and the Certified Fund Raising Executive and Advanced Certified Fund Raising Executive credentials, respectively.

Martha is a founding member of International Women in Fundraising (IWF) and a Global Advisor to the IWF Purple Mindshift Program. She also serves on the International Rhino Foundation Advisory Board and Development Committee. Martha lives with her husband Casey and their sweet yet energetic rescue dogs Gage and Josie.