



PROFESSIONAL FACE TO FACE
FUNDRAISING ASSOCIATION

PFFA Fall WORK GROUP 2024

October 8, 2024 | IFAW | 290 Summer St. Yarmouth Port, MA

Sponsors & Host | Agenda | Speakers | Bios

PFFA Work Groups are exclusive events for PFFA members and invited guests. These triannual conferences are brought to you by the PFFA, our planning committee members, our sponsors and the board of directors. These conferences provide an opportunity to discuss, debate, share, and take away ideas, best practices, and relationships from/with the most talented and experienced face-to-face fundraisers, managers, consultants, and supporting organizations in the U.S. and beyond.

Thank you for joining us.





Special thanks to our hosts:



WORK GROUP AGENDA

PLANNING COMMITTEE:

- Sherry Bell, President, Founder & CEO, Grow Fundraising & Consulting Inc
- Giovana Brayman, Senior Client Service Manager, Ascenta Group
- Rachel Feldman, Director, Sustainer Strategy, Humane Society of the United States
- Tracey Goetchius, Account Manager, Lautman Masko Neill & Company
- Seth Merritt, Vice President, Donor Voice
- Tina Meyer, Director, New Donor Acquisition, IFAW
- Vincenzo Spagnola, Member Services Associate, PFFA

ADMINISTRATION & SUPPORT: Vince Spagnola

EMCEE: Tina Meyer, IFAW & PFFA BOD

Session Key:

- Acquisition
- Retention, Stewardship & Cultivation
- Benchmarking
- PFFA member specifics

***Includes dedicated discussion time in addition to Q&A**

8:30 – 9:00	Breakfast & Beverages catered by Panera Pastries, yogurt parfait, bagels, fruit cup and your choice of dark and light roast coffee. Bottled water, soda pop, Gatorade.
9:00 – 9:15	Welcome, introductions & housekeeping Tina Meyer, Director of Sustainer Acquisition, IFAW
9:15 – 10:15	Tina Meyer, Interim President, PFFA BOD and Monica Muten, Treasurer

PFFA Annual Member Meeting - A Look Back and Ahead *

10:15 – 10:30

Break

10:30 – 11:00

Leveraging Your F2F Investment through One Time Donors

Ken Petterson, Director of Donor Engagement, Autism Spectrum Disorder Fund (ASDF)

Sherry Bell, CEO & Lead Consultant, Grow Fundraising & Consulting Inc.

Description: What to do about F2F acquired one-time gifts? There's a lot you can do. Whether it is a stand along F2F One-time gift acquisition campaign, clawbacks or month 1 cancellations, these donors can be valuable. This session will share the testing and results for outbound telemarketing efforts and the results of those efforts.

11:00 – 11:35

A Face-to-Face Case Study: How Door-to-Door Fundraising Flipped the Script for Acquisition Success in Public Media

Hunter Sears, Director of Partnership Development, CDP
Trevor Hutcheson, VP of Operations, Donor Development Strategies

Description: Contributor Development Partnership was founded as an initiative within WGBH in 2011, CDP is now an independent public benefit corporation working on behalf of more than 230 public radio and television stations to share data across the system, analyze fundraising performance, and develop best practices.

With their partners at Donor Development Strategies (DDS), CDP helped build and manage face-to-face acquisition programs that have generated nearly a half a million new donors within the last 5 years. Join this session to find out how they did it and learn more about public media and what you can learn for your program.

11:35 – 12:05

Face-to-Face Inbox Email Save Pilot



Rachel E. Feldman, Director, Sustainer Strategies, The Humane Society of the United States (HSUS)

Description: What is a “Save rate”? How do you track it? What does success look like? Join this session to identify at least one way to optimize your investment in face-to-face fundraising. They are expensive so once you acquire them, let’s keep them.

12:05 – 1:35

Lunch catered by *Noon Mediterranean*

Mediterranean buffet to include falafel, chicken, greens, brown rice, tomato cucumber salad, charred corn, spicey pickled cauliflower, edamame, baba ghanoush, olives, spiced chickpeas, pita chips and hummus, and assorted sauces. Caramel salted manifesto cookies and gluten-free crispy marshmallow bars.

Bottled water, soda pop, Gatorade.

1:35 – 2:45

Best of F2F Benchmarking Workshop & Discussion * ●

Karen Barr, Managing Director, Individual Giving, Share our Strength – No Kid Hungry Campaign

Monica Muten, Vice President, Direct Response Marketing, Special Olympics International and Stefanie Schiavone, Senior Manager, Direct Response Marketing, Special Olympics International

Brittany Frieder, Senior Manager of Donor Relations, Feeding Westchester

Description: The PFFA has invited top performers in several categories to share the why, what and how they became top performers in highest concentration of sustainers over 40 yrs. old; first 3-month retention; highest levels of nonmonthly donors; and more. Each speaker will share their knowledge in a 15-20 session, and we have set aside plenty of time to discuss during and after.

2:45 – 2:55

Break



2:55 – 3:25

2024 donorCentrics | Sustainer Summit | Key Insights and Themes ●

Paige Grainger, Senior Principal Strategic Consultant, Blackbaud

Description: Each year, donorCentrics compiles fundraising data from a broad sample of large national nonprofits to evaluate overall trends in recurring giving behavior.

Join recurring giving expert Paige Grainger to learn key insights from the *2024 donorCentrics Sustainer Summit*, which brings together analysis of 20 million donors and over \$3.3 billion from organizations of varying sizes and missions. Takeaways will include insights into key sustainer metrics and emerging trends from organizations focused on growing their recurring giving populations.

3:25 – 3:35

Break

3:35 – 4:35

Voices from the Field: What works best for the fundraisers to build teams, scale programs and acquire quality sustainers? * ●

Gabriel Bernstein, Field Director, Genuine Engagement

Trever Hutcheson, VP of Operations, Donor Development Strategies

Rachel O'Hara, National Fundraising Manager, GIG

Shauna Sheldon, City Coordinator, All for One Fundraising

Noah Chang, Office Manager, San Diego, BriteVox

Description: Join us for a panel discussion with the people out in public securing donations through door, street and other various types of face-to-face fundraising – your fundraisers, trainers and strategic field staffers. We will dig into what is most helpful, supportive and impactful for field teams in order to hire, train, retain and grow face-to-face fundraisers while achieving high quality markers.

4:35 – 4:50

Voices from the Field: Break Out Discussion Mixer * ●



4:50 – 5:00

Closing remarks & announcements

5:30 – 7:30

Work Group Networking Happy Hour (aka relaxation station)

Tugboats at Hyannis Marina

11 Arlington St, West Yarmouth, MA 02673



SPEAKERS AND HOSTS

Karen Barr, Managing Director, Individual Giving, Share our Strength – No Kid Hungry Campaign

Karen serves as Managing Director, Individual Giving for Share Our Strength | No Kid Hungry. In her role, Karen leads an awesome and passionate team to set the vision and then develop strategies to help Share Our Strength reach mission-critical revenue targets for the Individual Giving team. The ultimate goal is to meet the needs of individual donors and prospects to support our program work to help the millions of kids living with hunger in the United States.

Prior to joining Share Our Strength in 2023, Karen served as Managing Director, Supporter Experience at Save the Children. She is very active in the non-profit community and is a frequent speaker at conferences in the areas of direct response and mid-level.

Karen has over 25 years of experience and her background includes marketing strategy, fundraising, communications/branding, project management, budget management and development, program/campaign development, program/campaign optimization and fundraising analysis. Karen has extensive experience developing and growing direct response and mid-level programs across various channels/sources and leading successful teams.

Karen lives in Connecticut with her husband and daughter Kandace.

Sherry Bell, Founder & CEO, Grow Fundraising & Consulting Inc.



Sherry is the Founder and Chief Executive Officer of Grow Fundraising & Consulting, Inc., where she provides a full suite of consultative products and services to non-profit and for-profit organizations.

Sherry has more than 25 years of experience in the acquisition space for both nonprofits and for-profit businesses with 20 years dedicated to fundraising strategy, acquisition, analytics, stewardship and retention. Sherry is an adaptable thought leader in all things F2F and sustainer acquisition, retention, operations, strategy, data and regulatory compliance.

As the initial founding member of the PFFA, Sherry served as the President of the Board of Directors of the Professional Face-to-Face Fundraising Association and has been an active participant in efforts to increase ethical practice, sustainability, and effectiveness within the face-to-face fundraising channel from 2014 to present.

With significant experience in sales and team building from 1998 to 2004, Sherry was able to make the transition into the nonprofit sector in 2004. Since then, Sherry has worked as the direct lead for more than 20 national and international organizations, as well as for smaller organizations that have historically been unable to participate in more investment-heavy forms of sustainer acquisition. She allows clients to leverage her multifaceted experience so they can not only reach revenue targets but do so with the most sustainable, ethical, and effective practices in place to protect their brand and grow future forward.

Gabriel Bernstein, Field Director, Genuine Engagement

With seven years of experience in fundraising, I began my career in Southern California working in-house for a prominent nonprofit organization, where I honed my skills and developed a passion for philanthropy. Following this foundational role, I transitioned to the agency side, collaborating with several remarkable nonprofits to elevate their fundraising strategies and impact. A few years back I joined Jonah in establishing GEF, where I am dedicated to advancing our mission and driving meaningful change.



Noah Chang, Office Manager, San Diego, BriteVox

Noah Chang is the Office Manager for the San Diego location, where he has been leading operations since June 2024. Originally from Irvine, CA, Noah joined the company over two years ago at the Orange County office before transitioning to San Diego to lead the team. He holds a Bachelor of Science in Human Resources Management from California State Polytechnic University and previously worked at Amazon before moving into the fundraising industry.

Rachel E. Feldman, Director, Sustainer Strategies, The Humane Society of the United States (HSUS)

Rachel has 14+ years of experience in nonprofit fundraising and marketing, including several different roles throughout her tenure with the HSUS. As Director, Sustainer Strategies for the HSUS, Rachel leads the strategic development and implementation of the HSUS sustainer acquisition, retention and cultivation strategies, with the goal of maximizing donor lifetime value.

Brittany Frieder, Senior Manager of Donor Relations, Feeding Westchester

Brittany Frieder is the Senior Manager of Donor Relations at Feeding Westchester, where she leads recurring donor stewardship and acquisition strategies. She oversees recurring donor acquisition across Face-to-Face, telemarketing, and direct mail channels, while developing a comprehensive stewardship and donor outreach plan. During her tenure, Feeding Westchester's recurring giving program has doubled in size and increased revenue by 46%, all while maintaining high donor retention.

With over a decade of experience in the nonprofit sector, Brittany has worked in both operations and fundraising for organizations such as Caramoor Center for Music and the Arts, Opera America, Vintage Thrift West, and Manhattan School of Music.



A recognized leader in monthly giving, Brittany has presented at Dana Snyder's inaugural Monthly Giving Summit, Feeding America's Unite Conference, Feeding America's Monthly Network Call, and AFP-NYC's Fundraising Day. She serves on several committees, including the Feeding America Sustainer Work Group Planning Committee, the Feeding America Direct Marketing Summit Sounding Board, and the Women in Development, NYC Membership Committee. She is also pursuing the CFRE designation and is a participant in NonProfit Westchester's 2024 Emerging Leaders Program.

Brittany resides in Peekskill, NY, with her husband and their feisty tabby cat. In her free time, she enjoys running, weightlifting, watching Formula 1, and reading.

Paige Grainger, *Senior Principal Strategic Consultant, Blackbaud*

Paige joined Blackbaud's donorCentrics® team in 2008 after 15 years in the nonprofit industry using many of Blackbaud's analytics tools to analyze and guide direct response fundraising programs including direct mail, online giving, face-to-face, and DRTV fundraising. Her areas of expertise include collaborative benchmarking facilitation with a focus on monthly and multi-channel giving trends. Prior to Blackbaud, Paige was an account director at Epsilon, a direct marketing agency. She also spent 10 years working for nonprofit fundraising programs managing direct response and special events for the Paralyzed Veterans of America and Special Olympics International. She also served on the advisory board for the International Fundraising Congress from 2015 to 2017 and is a frequent speaker on international fundraising and monthly giving trends. During her time at Blackbaud, Paige helped to expand the donorCentrics analytics tools beyond the United States including facilitating global collaborative benchmarking meetings in the UK, Canada, Germany, and Australia.

Trever Hutcheson, *VP of Operations, Donor Development Strategies*

Trever has over a decade of experience managing citizen outreach campaigns across the U.S. His expertise spans year-round fundraising efforts, development work, and election-year expansions, making him adept at tailoring outreach



strategies to meet the unique needs of each client. Trever began his career with the Public Interest Network, where he served as a campus organizer and canvass director around the country, building both citizen and financial support for public interest campaigns.

Since joining Donor Development Strategies in 2015, Trever has worked to enhance membership acquisition and development for PBS and NPR stations nationwide through door-to-door outreach. Under his leadership, his team has knocked on over 15 million doors, secured approximately 500,000 individual contributions, and delivered \$42 million in funding to PBS and NPR partners in over 12 states.

Based in Denver, CO, Trever enjoys spending his free time playing music, the outdoors, and traveling.

Monica Muten, Vice President, Direct Response Marketing, Special Olympics International

Monica Muten is the Vice President, Direct Response Marketing at Special Olympics International and is a fundraising professional with more than twenty years of experience. She joined the 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, and many others. Monica has dedicated her career to the non-profit sector and enjoys working on all aspects of direct response, but she is most passionate about building strong monthly donor programs.

Monica has been on the Board of Directors of the Professional Face-to-Face Fundraising Association (PFFA) since 2019 and is interested in working with her nonprofit fundraising colleagues to ensure that face-to-face fundraising within the U.S. market grows sustainably.



Rachel O'Hara, National Fundraising Manager, GIG

Giving back to the community is one of Rachel's biggest commitments, and you can see it reflected daily in her professional journey. Throughout her 16-year career, she has worked with Fortune 500 companies, professional sports teams, and nonprofit organizations to help them achieve their marketing, advertising, and sales goals. Rachel's track record shows that she always pushes towards a higher standard of excellence and goes above and beyond the needs of her clients and colleagues.

Outside of the office, Rachel enjoys good conversations with her friends, watching her favorite sports teams, and exploring the world.

Ken Petterson, Director of Donor Engagement, Autism Spectrum Disorder Fund

Ken Petterson has been the Director of Donor Engagement for the Autism Spectrum Disorder Foundation since 2022. He has worked in the non-profit sector for over 28 years designing integrated direct marketing campaigns including F2F fundraising, phone outreach, outbound voice messaging, direct mail, and e-mail campaigns. Ken has been a Special Olympics Missouri head coach, Unified Partner, is a Co-Commissioner for the sport of pickleball (with his son Aiden serving as the other Co-Commissioner) and currently serves on the Special Olympics Missouri Sports Management Advisory Council.

Stefanie Schiavone, Senior Manager, Direct Response Marketing, Special Olympics International

Stefanie Schiavone is the Senior Manager of Direct Response Marketing at Special Olympics International. Since 2017, she has managed the direct mail, telemarketing, and canvassing/face-to-face fundraising programs. Prior to Special Olympics, she worked for National Geographic for 5 years in direct response marketing and print production. She has been a member of the PFFA since 2018. Stefanie is an alumna of Virginia Tech ('11) and currently resides in Richmond, VA with her husband, 2-year-old son, and baby #2 (coming in January!).



Hunter Sears, Director of Partnership Development, CDP

As Director of Partnership Development, Hunter and his team are laser-focused on delivering innovative, high-impact solutions for public media stations. Since joining CDP in 2015, his experience building collaborative relationships with best-in-class service providers and public media organizations has led to the creation and growth of high-engagement CDP services.

Hunter began his public media career in 2011 as a frontline fundraiser – one the first canvassers knocking doors on behalf of Rocky Mountain PBS and GBH. He’s played an integral role in developing CDP’s national canvass program ever since.

Hunter attended New York University and currently lives in Boston. A native New Englander, he loves live music, traveling, and hanging out with his 9 nieces and nephews – all of whom consider him their favorite uncle.

Shauna Sheldon, City Coordinator, All for One Fundraising

Shauna Sheldon began her career as a trainee street fundraiser in May of 2022 after working in hospitality for 8 years and feeling the post-pandemic effects on the industry. She was compelled to find a career with more meaning and enjoyed fundraising in the city of Philadelphia, learning everything it takes to make a true impact in the face-to-face industry.

After taking over as campaign manager for the Philadelphia Planned Parenthood team, she helped to grow that team enough to allow her to expand and run several campaigns simultaneously, developing leaders from within to meet their full potential.

Shauna values her team most and knows that without them, we would not be able to make the difference we make every day. Caring about them as individuals and helping them to thrive is the key to not just a well-performing team, but a team that shares the same passion and drive as Shauna does for the work they do.

Outside of work, Shauna enjoys music, gardening, and joking with friends and her fiancée. She works hard so that her two dogs can live the life they deserve!

Shauna is currently the City Coordinator at All For One Fundraising and will continue to grow with the company so she can impart her skills and passion to others on the team



