



PROFESSIONAL FACE TO FACE FUNDRAISING ASSOCIATION

2025 PFFA Spring Work Group

March 11, 2025

Save the Children | 899 North Capitol St. NE, Washington, D.C.

Sponsors & Host | Agenda | Speaker 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 your support of the PFFA and our shared vision for ethical, sustainable, and effective face-to-face fundraising practices in the United States.

Our 2025 Spring Work Group Sponsors

Special thanks to our Gold Sponsors of the 2025 Spring Work Group, Public Outreach and Zenterprize. Without your support, we would not be able to deliver the Work Groups year after year. And a special thanks to Save the Children for hosting the Work Group and Threshold Giving for sponsoring breakfast on March 11th.



2025 Spring Work Group Theme

Join us in celebrating the remarkable contributions of women to our world and advocating for gender equality at the Spring Work Group. As we honor International Women’s Month this March and International Women’s Day on March 8th, let's come together and celebrate amazing women and their impact.



Pre-Conference Agenda

Monday | March 10, 2025

Save the Children | 899 North Capitol St. NE, Washington, D.C.

3:30 – 5:30 Member Breakout Discussions

This is a hybrid discussion, and you will receive invitations based on Membership class if you will be attending remotely.

Nonprofit Breakout Discussion

Facilitated by:

Andrea Claypoole, Lead Associate, Acquisition and Marketing, Save the Children US

Juanita Poalillo, Senior F2F Retention and Engagement Manager, Oxfam America

Affiliate Breakout Discussion

Facilitated by:

Tracey Goetchius, Account Manager, Lautman, Masko Neil & Company
Henrique Drummond, Member Services Associate, PFFA

Professional Fundraising Agency Breakout Discussion

Facilitated by:

Allana Carson-Woodly, Managing Partner, Public Outreach
Sherry Bell, Consultant, PFFA

PFFA Networking Event

Monday | March 10, 2025

National Press Club | 529 14th St NW, Washington, DC 20045

Join us at the historic National Press Club on Monday, March 10th for a networking event that is a wonderful opportunity to see where history has been made!

5:30 – 6:00 National Press Club | 529 14th St NW, Washington, DC 20045

Since 1908, the National Press Club has been Washington's home for news, business, and social events in the nation's capital. Join us for a private tour of the National Press Club. This will be a quick walk through and first come, first serve. There will be two tours, approximately 10 minutes for each group.

6:00 – 8:00 National Press Club | 529 14th St NW, Washington, DC 20045

Join us for complimentary cocktails and hors d'oeuvres on the 13th Floor in the Fourth Estate room. The Fourth Estate room is named after the nickname for journalism coined by Edmund Burke in Great Britain. This is a PFFA sponsored event.

PFFA Spring Work Group Agenda

Tuesday | March 11, 2025

Emcee: Nicole Clemente, Managing Director of Supporter Acquisition, Save the Children US

Administration & Support: Henrique Drummond, Member Services Associate, PFFA

Session Key:

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

8:30 – 9:00 Continental Breakfast brought to you by Threshold Giving

9:00 – 9:15 **Introduction & Welcome**

Nicole Clemente, Managing Director, Supporter Acquisition, Save the Children US

International Women’s day Trivia Kick Off

Juanita Poalillo, Senior F2F Retention and Engagement Manager, Oxfam America

9:15 – 10:15 **Best of F2F Benchmarking: All About Sustainer Payments** 

This session is a continuing discussion about sustainer payment types and frequency. Patrick Wood will share how Audubon achieves the highest number of AMEX payments of any PFFA member, while other member NPOs will share details for their high rate of nonmonthlies and other valuable insights.

Discussion facilitator: Tina Meyer, Global Director, New Donor Engagement, International Fund For Animal Welfare (IFAW)

Patrick Wood, Senior Manager, Membership Analytics, National Audubon Society

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

Jaclyn Morawa, Senior Manager, Sustainer Giving, Doctors Without Borders/MSF

10:15-10:45 **The Year in Review – What’s Ahead in 2025** 

Officers of the PFFA Board of Directors, Monica Muten, Jamal Monteilh, Jaclyn Morawa, Tina, Meyer

10:45 – 11:00 Break

11:00 – 11:05 **International Women’s Day Trivia**, Juanita Poalillo, Senior F2F Retention and Engagement Manager, Oxfam America

11:05 – 12:05 **Group Discussions: Code of Conduct Revision** 

Sherry Bell, Consultant, PFFA

Juanita Poalillo, Manager, Face-to-Face Telemarketing Retention and Engagement

12:05 – 1:15 Lunch

1:15 – 1:20 **International Women’s Day Trivia**, Juanita Poalillo, Senior F2F Retention and Engagement Manager, Oxfam America

1:20 – 2:20 **From Chaos to Clarity: Optimizing Your Face-to-Face Fundraising**

Operations with AI  

Tareq Alani, Co-Founder, Chorus AI

Sam Landenwitsch, Co-Founder, Chorus AI

2:20 – 3:05 **Case Study: A digital welcome strategy that lowered attrition** 

and engages donors

Kate Mooney, Managing Partner, Director, Public Outreach Canada F2F and Phone Experience

Kate will be presenting a digital welcome strategy for F2F donors that has lowered attrition, increased the campaign ROI, and effectively engaged with donors. This case study will include best practices for communicating with donors recruited through F2F fundraising immediately after sign up.

3:05 – 3:20 Break

3:20 – 3:25 **International Women’s Day Trivia**, Juanita Poalillo, Senior F2F Retention and Engagement Manager, Oxfam America

3:25 – 4:10 **Designing Effective Training Programs** 

Jules D’Oca, Partner, diDo F2F Training

Jules will be sharing how to design training programs your vendors will actually use, focusing on practical tools, training tips and resources NPOs can provide to their agency partners to enhance fundraising. Trainings tools, resources and tips that are effective and actionable - closely connected to the realities of F2F fundraising.

4:10 – 4:45 **Group Discussion: Member Compliance & Education System** 

Facilitated by Sherry Bell, Consultant PFFA

4:45 – 5:00 Closing Remarks

Juanita Poalillo, Senior F2F Retention and Engagement Manager, Oxfam America

PFFA Spring Work Group Survey

Happy Hour 5:00 – 7:00

The Pub & The People | 1648 North Capitol St NW, Washington, DC 20002

We will gather after the Work Group for a proper send-off with our colleagues. This event is not sponsored by the PFFA. There will be a cash bar.

Speaker & Facilitator Bios

Tareq Alani, Co-Founder, Chorus AI

Tareq Alani is a product leader who operates at the intersection of media, technology, and civic engagement. He is a Co-Founder at Chorus AI, where he leads product and growth. Previously he co-founded and served as the Chief Product Officer of PushBlack, the largest non-profit media company for Black Americans. While at PushBlack, Tareq spearheaded reader revenue efforts, generating more than \$5M between 2017 and 2022. He also developed PushBlack's groundbreaking voter engagement program, which in 2020 reached 70% of Black Americans online and generated 230M peer-to-peer voting messages, making it the largest digital voter turnout program of its kind. Prior to PushBlack, Tareq helped win competitive issues and electoral campaigns at the National Domestic Workers Alliance, Working America AFL-CIO, and Fund for the Public Interest.

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 nonprofit and for-profit businesses with 20 years dedicated to fundraising. Sherry is an adaptable thought leader in all things F2F and sustainer acquisition, retention, operations, strategy, data, and regulatory compliance.

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 twenty national and international organizations, as well as for smaller organizations that have historically been unable to participate in more investment-centric 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 scale.

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.

Andrea Claypoole, Lead Associate, Acquisition Marketing, Save the Children US

Andrea Claypoole is a dedicated nonprofit professional with over 12 years of experience in the industry across the US, Australia, and New Zealand. Andrea started her nonprofit career in 2005 at a small parks and recs organization in Baltimore City, working as a community organizer in West Baltimore neighborhoods. During this period, she also co-founded a collectively run community bike co-op and helped to build organizational foundations that allowed it to later obtain 501(c)(3) status. It's still running twenty years later! Finding she wanted a more personalized approach to community support and engagement, Andrea enrolled in acupuncture school in 2006 and subsequently worked as an acupuncturist in Baltimore and Sydney through 2013. Thoughts of social justice work wouldn't leave her alone, though, so she found her way back to nonprofits — first as a volunteer at the Asylum Seekers Centre in Sydney and later with roles at Médecins Sans Frontières Australia & New Zealand. At MSF, she launched a new career within the intricate worlds of face-to-face and telemarketing acquisition and retention and found where she truly belongs — in the humanitarian space supporting sustainer giving. After moving back to the US, Andrea spent two years immersing herself in the US F2F industry as the Member Services Associate at the PFFA and has spent the last two years at Save the Children US, where she supports F2F and DRTV. Andrea's truly passionate about the ability of F2F to drive organizational growth and sustainability — one personalized conversation at a time. In her personal time, you might find her at trivia with her neighbors or reveling over native plants while hiking out in the Columbia Gorge.

Nicole Clemente, Managing Director of Supporter Acquisition, Save the Children US

Nicole is the Managing Director of Supporter Acquisition at Save the Children, where she leads a talented team of marketing and fundraising professionals. Since joining in 2012, Nicole has been instrumental in driving growth across all channels, with a special focus on sustainer acquisition. She was pivotal in launching DRTV and a new unrestricted giving

product in 2014, relaunching face-to-face fundraising in 2021, and introducing the Team Tomorrow sustainer product in 2022. Nicole joined the PFFA Board of Directors in 2023 with the objective to further imbed herself within the face-to-face fundraising industry and to champion the continued sustainable and responsible growth of face-to-face fundraising within Save the Children and the industry at large.

Jules D'Oca, Partner, diDo F2F Training

With over 14 years of global experience in F2F fundraising, Jules D'Oca has led and transformed F2F programs across continents, driving performance and innovation. As a founding partner of diDo F2F Training, Jules specializes in tailored digital training solutions that empower fundraising teams. Jules' career includes senior leadership roles at Wildlife Fundraising, World Vision Australia, and Public Outreach Fundraising, with a foundation as a certified adult educator.

Henrique Drummond, Member Services Associate, Professional Face-to-Face Fundraising Association (PFFA)

Henrique Drummond is the Member Services Associate at the Professional Face-to-Face Fundraising Association (PFFA), where he leads member engagement, communications, and administrative operations. He serves as the primary point of contact for PFFA members, overseeing membership outreach, retention, and support while managing key projects, events, and communications.

With a background in campaign operations and grassroots organizing, Henrique has managed large-scale voter outreach and advocacy initiatives. As the State Operations Director for Revolution Field Strategies, he led direct voter contact campaigns for the Democratic National Committee, handling recruitment, compliance, payroll, and logistics.

Previously, he served as an Assistant State Director with Advanced Micro Targeting, Inc., leading field teams across multiple states for ballot initiatives on abortion rights, open primaries, and minimum wage increases. His experience also includes graphic/fashion design and technical illustration, and he is a graduate of Valley Forge Military Academy.

Tracey Goetchius, Account Manager, Lautman Maska & Neil

Tracey is an Account Manager at Lautman Maska Neill & Company, an award-winning direct response consulting agency specializing in fully integrated fundraising exclusively for nonprofits. Tracey has been in the fundraising industry for over 25 years. She leverages the experience gained over the years to develop winning strategies for nonprofit organizations. With a love for the creative as well as the analytical aspects, she ensures that her integrated fundraising campaigns meet client goals and priorities. Tracey's knack for assessing programs and implementing techniques and strategies to build a donor file, retain existing constituents, and increase overall results is integral to client's fundraising success.

More recently Tracey entered the F2F fundraising space where she's currently working with Lautman clients to launch and/or grow their F2F fundraising programs, and is laser focused on the retention of the canvass acquired donors.

Sam Landenwitsch, Co-Founder, Chorus AI

Sam Landenwitsch is one of the co-founders of Chorus AI. Prior to founding Chorus AI, Sam spent 15 years in the nonprofit space. He served for 7 years as COO and CFO at The Public Interest Network, where he increased annual gross revenue by over \$25M (+52%) and annual net revenue by over \$9M (+330%) largely by incorporating new technology to improve fundraising strategy and techniques. He also spent 4 years as an independent consultant with Saidin Strategies. He lives in Brooklyn with his wife and 2-year-old daughter.

Tina Meyer, Global Director, New Donor Engagement, International Fund For Animal Welfare (IFAW)

Tina Meyer is the Global Director of New Donor Engagement at the International Fund for Animal Welfare (IFAW). Tina joined IFAW in 2004 to help manage and grow their global sustainer program. In her current role, Tina is responsible for promoting IFAW's mission to protect and save our world's wildlife from all threats they face. In addition to face-to-face, Tina and her team acquire new donors via direct mail, DRTV and lead conversion programs in seven countries. She is a passionate advocate for building a strong and dedicated sustainer portfolio that provides ongoing financial stability, allows for urgent animal rescues, and ensures IFAW's work will continue into the future.

Kate Mooney, Managing Partner, Director, Public Outreach Canada F2F and Phone Experience

Kate oversees multi-channel fundraising initiatives at Public Outreach, with a particular focus on the integrations between digital and telemarketing. She began as a door-to-door fundraiser with Public Outreach 22 years ago and has diverse experience managing direct-response fundraising operations in both Canada and Australia. Kate is a proven strategist and brings a wealth of expertise to every new project. When not fundraising, Kate is training for a half marathon, knitting, or trying to convince her kids to go for a hike.

Jaclyn Morawa, Senior Manager for Sustainer Giving, Doctors Without Borders/Médecins Sans Frontières (MSF)

Jaclyn Morawa (she/her) is the Senior Manager for Sustainer Giving at Doctors Without Borders/Médecins Sans Frontières (MSF), where she leads strategy, voice, and messaging for the sustainer audience and directly oversees the F2F program. Collaborating with channel experts across Digital, Mail, Telemarketing, P2P Texting, and Concierge, she oversees an integrated, cross-channel donor journey focused on acquisition, retention, recapture, cultivation, and upgrading.

Since joining MSF in 2019 to manage F2F and telemarketing, Jaclyn has played a key role in driving sustainer revenue growth and strengthening donor engagement to provide reliable, long-term support for MSF's humanitarian work worldwide.

Before MSF, Jaclyn honed her F2F fundraising expertise at Amnesty International USA (AI USA)—first as a F2F fundraiser in NYC, then as F2F Director in Washington, D.C., where she built, trained, and led a high-performing fundraising team.

Jaclyn's deep commitment to human rights and social justice has driven her work across international relief and development organizations in South America, Africa, and the Middle East. She holds an MA in International Policy Studies with a focus on women's rights and gender equality from the Middlebury Institute of International Studies in Monterey, CA.

In 2024, Jaclyn joined the PFFA Board of Directors, where she continues to champion F2F fundraising best practices and innovation—advocating for fundraisers, the donor experience, the communities served, and the partnerships that make it all possible.

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.

Juanita Lopez-Poalillo, Manager, Face-to-Face Telemarketing Retention & Engagement, Oxfam America

Juanita Poalillo is a dedicated and dynamic fundraising professional with over nine years of experience in donor acquisition and stewardship. As Oxfam America's Retention & Engagement Manager for F2F Acquired Donors, she's on a mission to strengthen the donor pipeline through creative, data-driven campaigns that keep supporters engaged and inspired. Before stepping into her current role, Juanita led both Face-to-Face and Telemarketing teams, successfully driving fundraising efforts and fostering meaningful donor relationships. She's passionate about discovering what inspires people to give and turning first-time donors into lifelong champions of the mission.

A lifelong learner, Juanita holds a Professional Fundraising Certificate from Boston University and is always seeking new ways to innovate in the nonprofit space. She brings a unique blend of strategic thinking, project management, and interpersonal skills to her work, making her an asset to the Oxfam America team.

Juanita brings her Latin passion and energy to everything she does. When she's not elevating donor engagement, you'll find her baking gluten-free goodies with her daughters or hitting the trails with her loyal four-legged sidekick, Roxy.

Patrick Wood, Senior Manager, Membership Analytics, National Audubon Society

Patrick Wood is the Senior Manager of Membership Analytics at National Audubon Society. He develops membership models, predictive analytics, dashboards, and other reporting tools for the Membership and Advocacy team. His current work focuses on providing data-driven insights and analytical tools to improve income, net, and member retention, with an emphasis on sustaining donors and mid-level givers.

Patrick got his start as a street and door-to-door canvasser with Fund for the Public Interest and has nearly 20 years of experience in small-donor fundraising. He began his work as a Canvass Director with Fund for the Public Interest and managed offices throughout the Midwest. In 2010, Patrick took over as the Fund's National Telephone Outreach Director, where he oversaw all aspects of phone fundraising on behalf of Environment America and US PIRG. In 2020, Patrick helped to launch Wave Fundraising, a project of The Outreach Team; Wave Fundraising is a face-to-face canvassing operation that ran campaigns on behalf of ACLU, The Nature Conservancy, and IRC.

In addition to his fundraising experience, Patrick has extensive electoral field and fundraising experience. In 2016, he helped to launch Environment America Voter Action, and in 2020, he oversaw GOTV operations on behalf of the DNC, Pittsburgh, and Philadelphia.