



PROFESSIONAL FACE TO FACE FUNDRAISING ASSOCIATION

2026 PFFA Spring Work Group

International Fund for Animal Welfare (IFAW)
1400 16th St NW #510, Washington, DC 20036

SPONSORS & HOST | AGENDA | SPEAKER, FACILITATOR, PLANNER 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.

The first PFFA Working Group was held in the first quarter of 2015, and those invested in sustainable practices have been meeting three times annually since. The 2026 Spring Work Group marks twelve years and thirty sixth meetings of the best and brightest face-to-face minds.

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 2026 SPRING WORK GROUP SPONSORS

Special thanks to our Silver Sponsors of the 2026 Spring Work Group - Revaly and Zenterprize and our Bronze Sponsors - OneSixity and Genuine Engagement. Without your support, we would not be able to deliver the Work Groups year after year. And a special thanks to IFAW for hosting the Work Group.



We would like to take the opportunity to thank **Zenterprize** for volunteering a dedicated staff member to ensure a wonderful online experience for the remote attendees of this Work Group for the Unlock the Box session, as well as Grow Fundraising & Consulting Inc for sponsoring the purchase of all game materials, printed and otherwise, as well as the prizes for the winners

Work Group Agenda

Work Group Emcee: John Jeffries

Technical Support and Administration: Meredith Garofalo, Gavin Nelson, Sherry Bell

Online Experience Support: Kayla Sergent, Operations Manager, Zenterprize

8:30-9:00 Breakfast

9:00-9:10 Intro, Housekeeping, and welcome new members/attendees

9:10-9:55 **Reducing Involuntary Churn: Protecting Sustainer Revenue**

Paul Finley, Revaly

Learn why nearly half of donor churn comes from preventable payment failures and what fundraisers can do to fix it. This session covers the donor impact of failed payments, essential pre-billing and recovery tactics, and outreach strategies that reduce declines, improve satisfaction, and keep sustainers giving.

9:55-10:10 Break

10:10 – 10:35 **2025 PFFA Stewardship & Retention Survey Final Results**

Sherry Bell, Grow Fundraising & Consulting Inc., Kelly England, Multiply Strategies, Debs Kalu, Kalu Consulting

We're excited to share that the final figures from the 2025 PFFA Stewardship & Retention Survey are officially complete!

Initial findings were previewed during the Fall Work Group in 2025, and the finalized analysis is now ready, offering more complete insights into stewardship and retention practices across face-to-face fundraising.

10:35-11:20 **The Voice at End of the Line: Turning Cancellation Calls into Donor Retention Strategy**

Ali Jones, Oxfam

Ever wondered what REALLY happens when a donor calls to cancel? Turns out—it's one of the most powerful moments in the entire fundraising journey.

In this session, Ali Jones, Associate Director, Oxfam's Sustainer Acquisition & Marketing Strategy, will dig into why these conversations matter far more than we think.

When a donor reaches out to cancel their monthly gift, it becomes one of the most valuable feedback moments in their entire journey. This session explores the critical role donor services teams play in reducing early attrition—and why they must be fully integrated into F2F strategy, onboarding, and supporter communications.

11:20-12:20 **NCE vs. City of New Orleans**

Allison Gates, ACLU, Martin Leggett, NCE, John Jeffries, NCE

This session will tell the story of how one of our member agencies and valued support of two of their clients, was able to stand up against attacks on their First Amendment rights to fundraise, and how, in doing so, they won a huge victory for F2F fundraising in the US! Be ready to hear the unbelievable, the funny, the sublime, and the ridiculous.

12:20 – 1:45 Lunch

1:45-1:55 **Data Byte brought to you by BriteVox**

Aspa Palamiotis and Kirsty Slarke

1:55-2:45 **From Fragmented Efforts to Integrated Impact: Exceeding Sustainer Benchmarks Through System Design**

Sherry Bell, Grow Fundraising & Consulting Inc. & Ken Petterson, ASDF

Many nonprofits apply strong sustainer practices- thoughtful acquisition, meaningful stewardship, adaptable donor care and reactivation efforts - but often in isolation. This fragmentation can limit results, even when each component is well executed.

This session presents two case studies in which organizations exceeded established first-year sustainer retention benchmarks after intentionally integrating best practice elements into a single, coherent system. Rather than introducing new tactics, the focus is on what happens when clarity of vision, operational readiness, and long-term relationship design come together.

Using the Sustainer Canopy framework, participants will explore how moving away from a loss-oriented view of retention toward an integrated systems mindset creates resilience, absorbs natural donor lifecycle change, and produces measurable gains. The session offers a practical lens for leaders seeking sustained improvement across mission and causes.

2:45- 3:30

Sustainer Journey: The Key to Unlocking Better Retention*Katie Wheatley, No Kids Go Hungry*

Redesigning and revamping your organization's Sustainer donor journey can help unlock better recurring results. After a new Sustainer team was formed and facing budget cuts from FY24, No Kid Hungry – Share Our Strength confronted tough decisions to keep Sustainers engaged and offset attrition. Find out how the team completely transformed their Sustainer donor journey across all channels during calendar year 2025 – leading to better Sustainer retention year over year and higher donor value.

3:30 – 3:45 Break

3:45 – 4:50

Unlock the Box

4:50-5:00

Closing remarks & Work Group Survey

SPEAKER, PLANNER & FACILITATOR BIOS

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

Sherry Bell is the Chief Executive Officer of Grow Fundraising & Consulting, Inc., and a seasoned international conference speaker with deep expertise in donor acquisition and retention across nonprofit and for-profit sectors. She began her acquisition career in 1998 and entered the U.S. fundraising space in 2005, bringing nearly two decades of nonprofit fundraising strategy experience and a strong focus on building sustainable donor programs. Sherry has delivered presentations and trainings across the United States, the United Kingdom, Australia, and Canada, earning recognition for her clarity, candor, and practical, data-driven insights.

A respected thought leader and trailblazer in face-to-face fundraising, Sherry is known for advancing new approaches that strengthen and evolve the channel. From 2005 through 2023, she focused on serving major national and international nonprofit organizations, helping them scale their F2F programs with robust operational, compliance, and donor-centered strategies. During this period, she led the creation, development, testing, and analysis of alternative acquisition models that improved performance, enhanced donor experience, and supported stronger long-term value.

Since 2024, Sherry has expanded her work to champion a new priority: making high-quality F2F fundraising accessible to small and mid-sized nonprofits. She has continued to test, refine, and analyze new models that reduce barriers to entry while maintaining strong regulatory and ethical standards. Her current efforts focus on developing flexible, scalable, and cost-efficient strategies rooted in evidence, operational rigor, and donor experience so that organizations of all sizes can benefit from the power of F2F engagement.

Sherry's background includes extensive experience in F2F program design, sustainer acquisition and retention, donor journey development, operational infrastructure, and compliance. She has served as a C-suite executive, department head, board member, entrepreneur, and trusted strategic advisor to organizations of all sizes. She continues to support the Professional Face-to-Face Fundraising Association as a senior consultant while partnering with a diverse portfolio of nonprofit and for-profit clients to strengthen operations, elevate ethical expectations, and deliver measurable results. Her work reflects a long-standing commitment to innovation, integrity, and donor value that has shaped the evolution of the F2F fundraising channel.

Emily Bracken – CEO of Upsall International Consulting Division, Upsall International

Emily Bracken is CEO of Upsall International's Consulting Division. Originally from the US and now residing in Madrid, Emily is renowned for her unrivalled global perspective and knowledge of fundraising markets across the world.

Since beginning her career at firms Deloitte and Accenture, Emily has led a wide range of projects across the non-profit sector. From international expansion strategies to building fundraising expertise amongst global board teams, Emily is highly experienced at identifying the pathways to unlock growth for non-profits, large and small.

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Kelly England, Founder/CEO, Multiply Strategies

Kelly England has dedicated 25 years to the nonprofit sector, building a career defined by deep expertise in fundraising strategy, cross-channel audience strategy, and organizational growth. She has had the privilege of partnering with nearly 100 national nonprofits and over 30 agencies — relationships she values above all else.

Kelly brings a rare combination of diplomacy, project management expertise, and fundraising analytics to every engagement, helping organizations manage change effectively, break down silos, and drive rapid growth. Her firm specializes all aspects of Individual Giving — including F2F canvassing. Kelly and Multiply Strategies bring unmatched perspective: the firm has touched 25% of the U.S. F2F market, launching, managing, or consulting on more than 15 canvassing programs.

Multiply Strategies plugs in as either an embedded team member or outside consultant — providing the bandwidth and expertise organizations need to hit incremental goals without losing momentum on day-to-day campaign execution.

Paul Finley, VP Strategic Development, Revaly

Paul Finley - VP Strategic Development at Revaly - is a 30-year veteran of the Direct Marketing space having spent the last 16 of those in the payments world.

His role with Litle & Company/Vantiv/Worldpay included sales and deployment of acquiring, fraud, chargeback mediation, debit routing and subscription performance services for a wide range of eCommerce merchants, including Netflix, Web.com, adidas, and Microsoft.

More recently, after onboarding numerous enterprise companies onto the Revaly platform, he has taken a personal interest in sharing their payments optimization knowledge to support revenue growth in the Non-Profit industry.

Sarah Flis, President, Ascenta Group

Sarah Flis is the President of Ascenta Group and a recognized leader in the face-to-face fundraising industry with nearly 25 years of experience. Beginning her career as a frontline

fundraiser, Sarah has worked across nearly every aspect of the industry, including operations, account management, and program development.

She began her journey in 2003 in Sydney, Australia, where she helped launch and manage numerous face-to-face fundraising campaigns before supporting program expansion across New Zealand and Southeast Asia.

In 2010, Sarah helped lead Ascenta Group's expansion into the United States, where she has since played a key role in building and scaling national fundraising programs focused on quality, compliance, and long-term sustainability.

Meredith Garofalo, Member Service Associate, Professional Face-to-Face Fundraising Association (PFFA)

With 13 years of fundraising experience, Meredith Garofalo has built her career across nearly every corner of the nonprofit fundraising world. She began as a street fundraiser and went on to serve in key leadership roles including Team Lead, Office Director, National Fundraising Manager, and Head of Leadership Development.

Originally from California's Bay Area, Meredith spent many of her early fundraising years in Los Angeles and has worked in almost every major U.S. city, driving high-impact campaigns and developing top-performing teams and leaders.

As of recent, Meredith works with the PFFA, where she is excited to help assist with shaping the future of U.S. face-to-face fundraising—ensuring the industry becomes the best it can be for fundraisers, agencies, nonprofits, and supporters alike.

Allison Gates, Director, Manager Sustainer Marketing, ACLU

John Jeffries, Co-Founder/Head of Development, New Canvassing Experience

John is British, and, having graduated in Economics from the University of Bath, began a career in Retail Training. In 2006, he took the skills he developed in training and people development into the fundraising sector, with Fundraising Initiatives, in London. During this

time, he developed an affinity for the needs of his clients and an in-depth knowledge of successful fundraising. In 2009 he was approached by one of those clients, the RSPB, to manage first the London team and then the national operations for a large in-house program.

In 2011 John took a contract with SOS Children's Villages as their International F2F Specialist working with new and existing programs all over the world. From 2013-16, John was the Global F2F Manager for Save the Children, supporting F2F and D2D fundraising across the membership as well as personally establishing in-house operations in South Africa where he was based. It was during this time that he met Martin and the rest is fundraising history.

Having set up or supported programs on five continents, John continues to provide consultancy services internationally and speaks on F2F Fundraising (or pretty much anything else he is allowed to!) all over the world.

John is NCE's Co-Founder and oversees our Client Services Team.

Ali Jones, Associate Director, Sustainer Acquisition & Marketing Strategy, Oxfam

Ali previously worked as a Business Development & Branch Manager for recruitment agencies within the Health & Social Care sector. During her time in this role, she witnessed the great work charities were doing and felt inspired to work more directly in the non-profit space.

Starting from the ground up, she switched careers in 2010 and began her journey as an in-house street fundraiser and Team Leader for Shelter UK, Manchester. With her sales background, she quickly became a F2F Manager and set up Shelter Scotland's first in-house F2F operation. As the operation diversified, she became Direct Dialogue Operational Manager, responsible for SMS lead generation, Street, D2D and Mall fundraising operations in Scotland.

In 2014, Oxfam America gave Ali the opportunity to work as a F2F Specialist, where she devised a plan to help improve long term sustainer growth. A year later, she built their first in-house F2F program, operating in several states and became National F2F Fundraising Manager. During her time at Oxfam so far, she has worked as F2F Global Specialist with Oxfam International on secondment, sharing her knowledge to help other affiliates with training, performance management and strategy. In her ever-evolving role at Oxfam America, she is currently responsible for F2F acquisition, retention and in-house phone initiatives that includes sustainer giving, through all channels. Outside of her love for dogs, Ali is passionate about enriching the donor experience, building holistic ways of working and testing new innovations, to learn what more can be achieved in the F2F channel and beyond.

Deborah Kalu – Director, Founder & CEO, Kalu Consulting

Debs Kalu is the Founder of Kalu Consulting, an International F2F Fundraising Consultancy based in London, UK. Due to her extensive global F2F experience working with both F2F agencies and nonprofits that now spans 22 years, Debs has direct experience of not only managing and building best practice in existing F2F campaigns, but of launching efficient F2F operational processes from the onset in multiple countries including the UK, Ireland, Netherlands, Spain, Italy, Germany, Poland, Sweden, Italy, Brazil, USA, and Canada. Over the last five years as a consultant Debs has provided F2F project management, expert advice, and support to her clients on:

- F2F market entry/agency tenders/onboarding and set up
- F2F campaign reviews (growing campaigns & maximizing ROI)
- F2F compliance audits (agency contracts/clawbacks/due diligence) ·
- F2F operations & process audits (accurate retention/attrition reporting)F2F proposition & welcome journey (sustainer retention)
- F2F Campaign mentoring & management (expert advice)

Debs is a dynamic, innovative and passionate fundraiser who thrives on growing F2F campaigns from conception through to the acquisition of tens, if not hundreds of thousands of new long-term loyal sustainers for multiple non-profits.

Martin Leggett – Co-Founder/CEO, New Canvassing Experience

Martin Leggett is a seasoned leader in face-to-face fundraising with over a decade of experience driving innovation and operational excellence in the nonprofit sector. As CEO of New Canvassing Experience, Martin has spent nearly ten years building one of the most respected agencies in the industry, specializing in donor acquisition and engagement strategies that deliver sustainable growth for charitable organizations.

Previously, Martin served as Chief Operations Officer at Developing Awareness, Inc., where he oversaw large-scale fundraising operations and implemented systems to optimize performance across multiple markets. His career began in regional leadership roles, where he honed his expertise in team development, campaign strategy, and compliance.

Martin is passionate about advancing ethical fundraising practices and leveraging data-driven insights to strengthen donor trust and long-term giving. His leadership continues to shape the future of face-to-face fundraising in North America.

Tina Meyer – Director, New Donor Acquisition

Tina Meyer is the Director of New Donor Engagement at IFAW. She oversees new-donor acquisition in seven countries utilizing channels such as Face to Face, direct mail, DRTV, and lead-conversion programs. A committed advocate for strong sustainer giving, she focuses on building reliable support for urgent animal rescues and long-term conservation. She has served on the PFFA Board since 2021 and is now in her third elected term.

Gavin Nelson, Territory Coordinator, Professional Face-To-Face Fundraising Association (PFFA)

Gavin works as a part-time Member Territory Coordinator and is a dedicated resource for members for all things territory development, management, coordination, and resolution.

Gavin's primary mission is to ensure member support when teams are in the field in the United States and lead projects for territory preservation, expansion, and the conversion of Google grids to ATMS systems.

Gavin brings experience in grassroots engagement, regional operations, and volunteer coordination, including leadership roles at Americans for Prosperity and Trust in the Mission

PAC. He works closely with PFFA members to ensure consistency and fairness across site access and territory management.

Aspa Palamiotis – Country Manager, BriteVox

Aspa Palamiotis is the Country Manager at BriteVox, leading U.S. operations and national fundraising campaigns. With over 13 years of experience driving growth and impact across North America, she is known for building trusted, long-term client partnerships and consistently delivering measurable results. Aspa brings a practical, data-driven approach to campaign strategy, with deep expertise in the agency side of the fundraising sector.

Ken Petterson – Executive Vice President, Autism Spectrum Disorder Foundation

Ken Petterson has been an integral part of the Autism Spectrum Disorder Foundation, where he has held the role of Director of Donor Engagement since 2022. With a career spanning over 30 years in the nonprofit sector, Ken has dedicated himself to advancing the mission of organizations that make a meaningful impact in the community. His expertise in donor relations has been pivotal in strengthening the foundation's funding, allowing it to expand its reach and improve services for individuals with autism. Ken's commitment to helping others extends beyond his professional work. For the past 25 years, he has volunteered as a coach for the Special Olympics, where he has inspired and empowered athletes with intellectual disabilities. His passion for sports and inclusivity led him to take on the role of Co-commissioner for the sport of pickleball with Special Olympics Missouri. In this capacity, Ken plays a key role in organizing events and promoting participation, fostering an environment where athletes can thrive and achieve their personal best.

Ken's dedication to both his professional and volunteer roles underscores his unwavering commitment to enriching the lives of those he serves. His leadership and compassion continue to make a significant difference in the lives of individuals with autism and intellectual disabilities.

Kayla Sergent, Operations Manager, ZenterPrize

Kayla Sergent is the Operations Manager at ZenterPrize, where she has worked for the past year supporting operational strategy, client onboarding, and internal process improvements. Previously, she spent over five years working in nonprofit operations and marketing, helping mission-driven organizations strengthen systems, coordinate projects, and expand their impact. Kayla is passionate about helping nonprofit organizations grow and building systems that support long-term, sustainable impact.

Ayumi Stubbs, Director, Member Acquisition, The Nature Conservancy

Ayumi Stubbs is the Director of Membership Acquisition at The Nature Conservancy, where she leads acquisition programs across face-to-face, digital and direct response channels. She brings over twenty years of nonprofit experience in sustainer acquisition and retention strategies.

Katie Wheatley, Campaign Manager, Annual Giving & Sustainers, No Kids Go Hungry

As the Campaign Manager for No Kid Hungry's Sustainer Program, Katie helps oversee the day-to-day management for our PSA, canvassing, and telemarketing channels. Katie has been working in the nonprofit space for over 10 years, spending time in higher education and the last three years at No Kid Hungry. When not working, Katie enjoys travelling, reading, and eating her way through Chicago, where she calls home.