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# 2025 PFFA Summer Work Group

July 29, 2025

**World Wildlife Fund | 1250 24th Street, N.W., Washington, D.C. 20037**

# 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 Summer Work Group Sponsors

Special thanks to the Summer Work Group Platinum sponsor, [OneSixty International](https://www.onesixtyfundraising.com/), as well as the Summer Work Group Silver Sponsor, [Globalfaces Direct](https://globalfacesdirect.com/). Your support makes the Work Group possible – thank you.

# Pre-Conference Agenda

Monday | July 28, 2025

**World Wildlife Fund | 1250 24th Street, N.W., Washington, D.C. 20037**

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: TBD

**Affiliate Breakout Discussion**

Facilitated by: TBD

**Professional Fundraising Agency Breakout Discussion**

Facilitated by:

Henrique Drummond, Member Services Associate, PFFA

Gavin Nelson, Territory Coordinator, PFFA

Sherry Bell, Senior Consultant. PFFA

# PFFA Work Group Networking Event

Monday | July 28, 2025

**Penn Social | 801 E Street N.W., Washington, D.C. 20004**

Join us at the fun and amazing Penn Social, just 2.2 miles from WWF (and likely your hotel). Penn Social and the PFFA have partnered for a networking event that really works to deliver opportunities to not only connect but have a blast with your peers and colleagues.

* **Table Games:** You can play cornhole, ping pong, shuffleboard, and billiards.
* **Giant Games:** There are giant Jenga and other oversized games available.
* **Sponsored Event Branded Photo Booth:** Take photos with your colleagues that make the evening unforgettable. Grab your team, have some fun and take home a momento.

We would like to thank our sponsors for this opportunity to gather and enjoy pre-conference networking and fun. You can expect complimentary drink tickets for beer, wine, and rail liquor, as well as light appetizers, finger food, and sweet treats, as well as unlimited photo booth of posed photos.

5:30 – 8:30 **Penn Social | 801 E Street N.W., Washington, D.C. 20004**

**Menu:**

Fruit tray

House salad w/dressing

Roasted vegetables

Cheese charcuterie

Meat Charcuterie

Veggie Sliders

Beef Sliders

Chicken Skewers

Mini Cheesecake

# PFFA Spring Work Group Agenda

Tuesday | July 29, 2025

Emcee: Kyle Houtzer, Michael Blakely

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

**Session Key:**

Acquisition

Retention, Stewardship & Cultivation

Benchmarking

PFFA member and market trends

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8:30 – 9:00 Honey Tree Deli - Continental breakfast & coffee to include bagels with cream cheese option, muffins, apples, bananas, egg and cheese breakfast sandwiches.

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

Kyle Houtzer, OneSixty International

Michael Blakely, Globalfaces Direct

9:15 – 9:20 World Wildlife Fund representative to welcome attendees

9:15 – 10:15 **Getting the Most out of your Face-to-Face program: An Investment Optimization Checklist**

**Morgan Burris, Account Executive, Integral**

Description: Maximize the impact of your face-to-face fundraising efforts with a practical checklist designed to help you evaluate performance, refine strategy, and boost ROI. Learn from real-world examples and proven practices used by successful programs across the sector. Walk away with the right questions to ask—and the tools to drive smarter investment decisions.

10:15 – 10:30 Break

10:30-11:30 **The Great Sustainer Reset**

Erica Waasdorp, Founder, A Direct Solution

As a PFFA member or guest, you’re already convinced that sustaining donors are important. But that’s sometimes easier said than done.

Because budgets get cut. Leadership changes. People leave or change responsibilities. New tech solutions and new communication channels are introduced. Siloes and processes stay the same. You feel like you’re just the hamster in the hamster wheel. Stuff happens, or worse, does not happen when it should.

If your sustainer program feels like it’s stuck in neutral—or worse, slowly declining—it’s time for a reset. Based on Dan Heath’s *Reset: How to Change What’s Not Working and Design What Will*, this interactive session invites you to roll up your sleeves and dig into the real causes behind sustainer churn, engagement drop-off, and outdated systems.

Using a guided framework and collaborative exercises, you will uncover what’s holding your sustainer program back—and design a realistic, effective plan to build something better.

11:30-1:00 Lunch Break – Roti Modern Mediterranean

1:00 – 2:00 **2024 donorCentrics Sustainer Benchmarking Report**

Paige Grainger, Senior Principal Consultant, donorCentrics

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, with key findings and takeaways from the donors acquired new to file through face-to-face. Takeaways will include insights into key sustainer metrics and emerging trends from organizations focused on growing their recurring giving populations.

2:00-2:15 Break

2:15- 3:25 **Donor Delight by Design: Journey Mapping in 70 Minutes Flat**

Mike Johnston, Founder, HJC

In a noisy, competitive fundraising world, the last truly sustainable differentiator may surprise you: **how well you map the journey.** In this high-energy 70-minute session, we’ll dive into journey mapping as a strategic tool to build a supporter-centric organization and radically improve acquisition, retention, and donor delight—especially in Face-to-Face (F2F) fundraising.

You’ll jump into hands-on activities drawn from the Stanford Design School, working in teams at wall stations with **Post-its notes, Sharpies, quirky stickers, worksheets, and live quizzes**. No lecture-style boredom here—just real-time problem-solving and creative exploration.

Case studies from **Australian Red Cross**, **International Rescue Committee**, **BC Children’s Hospital**, and **SOS Children’s Villages** will ground our work in real-world success, showing how journey mapping has transformed F2F fundraising and deepened long-term supporter loyalty.

Whether you’re building a donor’s first touchpoint or shaping a legacy conversation, this session gives you the tools—and sticky notes—to make it unforgettable.

3:25 – 3:40 Break

3:40 – 4:40 **From Pavement to Policy: How the PFFA is Mapping, Monitoring, Guiding & Supporting Sustainable F2F Fundraising**

Henrique Drummond, Member Services Associate, PFFA

Gavin Nelson, Territory Coordinator, PFFA

Sherry Bell, Senior Consultant, PFFA (Grow Fundraising & Consulting)

For the first time since its founding, the PFFA has compiled an unprecedented body of data on the who, what, where, and how of face-to-face (F2F) fundraising across the United States. This session offers a deep dive into anonymized insights that reveal which types of charities and agencies are engaging in F2F, what methods they’re using—door-to-door, street, tabling, and events—and where this activity is happening.

The data will be broken down by state, city, charity type, agency size, complaint ratios, PFFA member and nonmember, and more. But this session goes beyond the numbers. By overlaying this information with the Site Clash Register and Request for Support logs, the PFFA will illuminate how resources are being shared and regulated among members, non-members, and public stakeholders.

Join us to explore how data, transparency, and smart regulation are working together to support ethical, effective, and sustainable F2F fundraising in the U.S.—from the pavement to policy.

4:40 – 4:55 Closing remarks and Work Group Survey

[Summer Work Group Survey](https://admin.charityengine.net/dsp_ts_site.aspx?sid=34881)

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## Happy Hour 5:30 – 7:30

**Rooftop At The Graham - 1075 Thomas Jefferson St NW, Washington, DC 20007**

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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. This venue is a 13-minute walk from WWF and we hope to see you there.

# Speaker & Facilitator Bios

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## Michael Blakely, VP, Business Development, North America, GlobalFaces

Michael’s work in the non-profit sector began over 20 years ago when he founded HCB, a boutique contact centre designed to service small and medium-sized charities. While HCB began as an outbound call center, as the company grew, it added an inbound division, which found a niche offering F2F agencies with TPV and retention calling programs. HCB was acquired by Globalfaces in 2022, where Michael now serves as the VP Business Development – North America with a focus on building long-term partner relationships.

## 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 driver behind 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.

## Morgan Burris, Senior Account Executive, Integral

Morgan Burris joined Integral in 2021 as an Account Executive, bringing with her a dynamic background in political strategy and campaign operations. Before joining the Integral team, Morgan worked on Democratic campaigns across the country, where she honed her skills in grassroots organizing, strategic communications, and data-driven decision-making. In her 4+ years at Integral, she has played a key role in supporting a diverse portfolio of clients, leveraging her analytical and strategic insight to drive performance and optimize fundraising investments.

## Sarah Crossland, Director, Advertising & Acquisition, World Wildlife Fund

Sarah is the Director of Advertising and Acquisition at World Wildlife Fund and is based in New York City. Since joining WWF in 2019, her role has evolved to encompass leadership of donor acquisition and lead generation across key channels including F2F, DRTV, online advertising, and online lead generation. Prior to her work in the nonprofit sector, Sarah held account management roles at advertising agencies and later joined Mattel, where she focused on brand marketing for American Girl

## Henrique (Alexander) Drummond, Member Services Associate, Professional Face-To-Face Fundraising Association (PFFA)

Henrique 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.

## 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.

## Kyle Houtzer, Senior Account Manager, OneSixty International

With over a decade of experience in face-to-face fundraising, Kyle brings a deep understanding of the industry from the fundraiser's perspective. Starting as an entry-level fundraiser fresh out of college, he’s grown through roles including team leader, campaign manager, senior manager, and national operations manager. Kyle now works as a Senior Account Manager at One Sixty International, focusing on overseeing the support and development of the company's U.S. charity partnerships. His passion for connecting people to great causes continues to drive his work every day.

## Michael Johnston, President and Founder, HJC

Michael Johnston is an internationally recognized leader in nonprofit and charity fundraising, with more than 36 years of expertise spanning digital fundraising, integrated fundraising, SMS text, direct mail, and face-to-face fundraising. He is the Founder and President of HJC, a Toronto-based consultancy that has partnered with hundreds of nonprofits across North America, Europe, Asia, and Latin America to grow sustainable fundraising programs.

Michael helped plan and launch the Canadian Red Cross’s face-to-face program, introduced face-to-face fundraising to the healthcare philanthropy sector, and worked closely with SOS Children’s Villages Canada to help maximize the return on their face-to-face acquisition programs. He also introduced the first online giving forms for Amnesty International and Greenpeace in the late 1990s, positioning himself as an early innovator in digital philanthropy.

Over his career, Michael has worked with hundreds of organizations around the world, including Médecins Sans Frontières/Doctors Without Borders, Save the Children, UNICEF, IRC, UNHCR, Amnesty International, and a wide range of children’s hospitals and healthcare foundations, food banks, humane organizations, and many others. He is well known for integrating behavioral science, journey mapping, and data-driven donor experience into modern fundraising practice.

Michael has authored several influential books, including *The Fundraiser’s Guide to the Internet,The Nonprofit Guide to the Internet, and Direct Response Fund Raising: Mastering New Trends for Results (Wiley/NSFRE Fund Development Series).*

He has been a long-time contributor to sector publications such as The NonProfit Times, and has taught at Seton Hall University, LaSalle University, and for major sector events worldwide. He is a past board member and current member of the Association of Fundraising Professionals (AFP), and has served on AFP’s Volunteer Online Council based in Alexandria, VA.

Michael is a frequent speaker at global conferences, including IFC (International Fundraising Congress), AFP ICON, The Collaborative, and more — and continues to lead HJC in helping organizations evolve their digital acquisition, mid-level, face-to-face, and loyalty programs in today’s dynamic fundraising landscape.

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

Gavin recently joined the PFFA in April 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.

## Erica Waasdorp, President, A Direct Solution

Erica Waasdorp is the President of A Direct Solution, located on Cape Cod, Massachusetts. Erica lives and breathes direct response and fundraising and can be considered a Philanthropyholic.

She works with non-profit clients all over the country as well as internationally, helping them with their appeals and monthly giving. She is also the former US Ambassador for the International Fundraising Congress (IFC), www.resource-alliance.org

Erica Waasdorp published two books on monthly giving. Her first Monthly Giving. The Sleeping Giant, published in 2012, and Monthly Giving Made Easy, a How-To Guide, published in May of 2021. She created the Monthly Donor Road Map and several e-books to include the Monthly Donor Retention Play Book and many other resources. Erica is an AFP Master Trainer, and she regularly blogs and presents in person or virtually on appeals, direct mail, and monthly giving.

For more information, contact Erica at [erica@adirectsolution.com](mailto:erica@adirectsolution.com) or see [www.adirectsolution.com](http://www.adirectsolution.com)