

# Fundraising Update 4.18.23

## Kathryn Keslosky Fundraising Consultant



Kathryn has been a professional fundraiser for 12 years. She has lead various Advancement and Development teams and works to create and maintain sustainable revenue streams via strategic fundraising. Kathryn honed a foundation of experience through many years of working in community and program development for both for-profit and nonprofit organizations. She applies these experiences toward a distinct fundraising philosophy based in the motivation to grow a culture of philanthropy. Kathryn holds a BA in Literature from Villanova University, has studied Organizational and Behavioral Systems with the Green MBA, and Horticulture with Merritt College.

### Year-End Goals for 2022-23

- ★ Draft donor correspondence letters
- ★ Organize prospective donor list for final 22-23 fundraising ask
- ★ Submit McKenzie Scott Grant application
- ★ Assist with design of fundraising support need for 23-24

### Assistance with Goal Prep for 2023-24

- ★ Establish a Donor Database
- ★ Create a Fund Development Plan for 23-24 fundraising events:
  - Small Kick-off Campaign
  - Giving Tuesday Campaign
  - Spring Dragon Gala (In-Person)