

Presenter Bios

TAMMY DOLLIN, MSW, LIFE & LEGACY® Legacy Community Consultant, Harold Grinspoon Foundation

Prior to joining HGF, Tammy Dollin directed the establishment of Ramah in the Rockies, focusing on project management, fundraising, and board development. Tammy holds master's degrees from Columbia University and the Jewish Theological Seminary, and an undergraduate degree from UC Berkeley. Tammy is an alumna of the Wexner Graduate Fellowship and is a certified professional Co-Active coach. Tammy can be reached at Tammy@hgf.org.

NANETTE FRIDMAN, Principal, Fridman Strategies

Nanette Fridman is a catalyst for values-driven organizations and leaders. She founded Fridman Strategies in 2006 to assist organizations with the strategies, training, and coaching to advance their missions and maximize their impact. Today her work focuses on governance, fundraising, strategic planning, and leadership and team development. Nanette's clients range from small start-ups to large international organizations. Nanette is the author of *On Board: What Every Board Member Must Know about Nonprofits and Board Service*. A regular blogger, her articles can be seen on eJewishPhilanthropy, massnonprofit news and other publications. Nanette earned her Juris Doctorate, cum laude, and MA in public policy from Georgetown University. She received her BA, summa cum laude, in political science from Tufts University. Nanette is honored to be a Harry S. Truman Scholar. Nanette can be contacted at fridmanstrategies@gmail.com or fridmanstrategies.com.

GAIL J. GORDON, Senior Director, Planned Giving & Endowments, The Jewish Federations of North America

For over 15 years, Gail J. Gordon has served as an advisor to planned giving professionals throughout the Jewish Federation system, identifying and teaching best practices in endowment development and management and helping to structure planned gifts. Gail previously served as Endowment Director of the Jewish Federation of Greater Seattle. Before that, she practiced as a securities lawyer with the U.S. Securities and Exchange Commission and the British Columbia Securities Commission and then in private practice. Gail holds a JD from the University of Washington School of Law and a BA, *cum laude*, from the University of Pennsylvania. She is also a graduate of the Year Program of the Pardes Institute of Jewish Studies in Jerusalem. Gail can be contacted at gail.gordon@jewishfederations.org.

LYNN MALZONE IERARDI, JD, Author and Director of Gift Planning, University of Pennsylvania

Lynn Malzone Ierardi, JD has been in the estate and gift planning field for more than 30 years. She is a leader in the charitable planning community, just completing a term as 2019 Board Chair of the National Association of Charitable Gift Planners (CGP). She also served as a leader for the local CGP councils in New Jersey and Greater Philadelphia for more than two decades. Lynn's recently published the book, ***Storytelling: The Secret Sauce of Fundraising Success***. She is passionate about helping nonprofit organizations to secure significant gifts using the right assets, and the right structures. She has served as Director of Gift Planning for the University of Pennsylvania since 2005 and as an independent gift planning consultant (GiftPlanningAdvisor) since 2002. Lynn is a graduate of Lycoming College and Fordham University School of Law.

DENA KAUFMAN, CFRE, CAP® LIFE & LEGACY® Legacy Community Consultant, Harold Grinspoon Foundation

Prior to joining HGF, Dena Kaufman was the director of philanthropy for Sojourner Center, the nation's largest domestic violence shelter. Her professional career has also included nine years at the Jewish Federation of

Greater Phoenix in various campaign roles and development director at URJ Camp Newman. Dena has a degree in business, public, and private administration from the University of California, Riverside, is a Certified Fundraising Executive and a Chartered Advisor in Philanthropy. Dena can be reached at Dena@hgf.org.

ALIA MCKEE, Principal, SeaChange Strategies

To make social change, you must fund social change. That is why Alia has dedicated her professional career to fundraising on behalf of causes she believes in. A principal of Sea Change Strategies, a boutique research and fundraising communications agency – Alia is a veteran strategist who has worked with clients including The Wikimedia Foundation, Everytown for Gun Safety, the Monterey Bay Aquarium, National Audubon Society, Environmental Defense Fund, Conservation International and the International Rescue Committee among others. Alia is a noted thought leader and speaker. Her work has been featured in Forbes, NPR, The Chronicle of Philanthropy, Buzzfeed and CNN. She earned her master's in Public Affairs from the LBJ School at the University of Texas at Austin and her master's in social work at UT Austin as well. Alia can be reached at alia.mckee@seachangestrategies.com.

RACHEL MUIR, CFRE Speaker, Trainer and Nonprofit Founder

When she was 26 years old, Rachel Muir launched Girlstart, a non-profit organization to empower girls in math, science, engineering and technology in the living room of her apartment with \$500 and a credit card. Several years later she had raised over 10 million dollars and was featured on Oprah, CNN, and the Today show. A winner of Oprah's Use your Life Award, Rachel was named "Outstanding Fundraising Executive of the Year" by the Association of Fundraising Professionals, and one of Fast Company Magazine's "Fast 50 Champions of Innovation." Rachel's career spans running successful nonprofit organizations, leading an online fundraising consulting practice, and managing major gift portfolios for some of the country's largest nonprofit brands. Today she leads custom training and board retreats that reliably turn participants into confident, successful fundraisers. Learn more about Rachel at www.rachelmuir.com.

ARLENE D. SCHIFF, National Director, LIFE & LEGACY, Harold Grinspoon Foundation

Prior to joining HGF in 2013, Arlene D. Schiff served as the executive director of the Jewish Federation of the Berkshires. During her 12-year tenure she provided visionary leadership while devising and executing strategic plans that centered on community building and garnering support for philanthropic giving. Arlene is a graduate of the University of Massachusetts and holds an MA from Harvard University. Arlene can be reached at arlene@hgf.org.

AMY SCHIFFMAN, Co-Founder and Principal, Giving Tree Associates

With more than 25 years in nonprofit development, Amy partners with organizations to develop effective fundraising campaigns, build strong leadership teams and empower them with tools to visualize and achieve mission impact. Since co-founding Giving Tree Associates in 2008, Amy has helped clients raise tens of millions of dollars through individual major gifts, foundation, and corporate funding. Based in Chicago, Amy is a Certified Fund Raising Executive (CFRE) and is a frequent presenter at local and national conferences, including gatherings offered by Association of Fundraising Professionals, Forefront, Association of Consultants to Nonprofits, JCC Association of America, Hillel International, Jewish Federations of North America, the Jewish Emergent Network, JPRO, JCamp 180, local Create a Jewish Legacy programs, JDC, Prizmah's National Endowment & Legacy Institute and Jewish Federations across North America. Amy can be reached at amy@givingtreeassociates.com.

DAVID TOLL, JD, Consultant with gift planning development, llc and Senior Associate Vice President of the Office of Gift Planning, Drexel University

David Toll brings more than 17 years of professional experience in development and fundraising. He currently serves as the Senior Associate Vice President of the Office of Gift Planning at Drexel University where he is responsible for the development and implementation of university-wide planned giving efforts. David has presented at conferences around the country and has consulted with many groups in developing gift planning programs and structuring complex planned gifts. David is the current president of the Planned Giving Council of Greater Philadelphia. Before pursuing a career in higher education advancement, David spent several years practicing law at White and Williams, Patterson and Weir and Fox Rothschild with an emphasis on real estate, business, tax, and estate planning. David can be reached at David@giftplanningdevelopment.com.

LYNNE WESTER, The Donor Guru, Donor Relations Guru Group

Lynne believes that donor relations is the key to unlocking fundraising success and that organizations must be as dedicated to the donor experience as they are to the ask itself. Sometimes referred to as the Olivia Pope of fundraising, Lynne helps organizations when they need it the most – when crisis or opportunity arrive. Lynne and her teammates at the [Donor Relations Guru Group](http://www.donorrelationsguru.com) partner with nonprofits large and small on a variety of initiatives from developing sound strategy and vision to utilizing technology and creating meaningful donor engagement - all designed to positively affect the fundraising bottom line. Lynne created the DRG website to be used as a unique industry tool filled with resources, samples and thought leadership on donor relations and fundraising. She is regularly featured in publications such as the Washington Post, Chronicle of Philanthropy, and CASE Currents and has authored three books of her own on a myriad of industry topics. Lynne received her B.A. from the University of South Carolina, holds a master's in strategic Fundraising and Philanthropy from BayPath University, and proudly sports a DUCKtorate from the Disney Institute. Lynn can be reached at www.donorrelationsguru.com.