



Catherine M. Connolly, MBA, CFRE
Direct Marketing & Membership Consulting

Catherine M. Connolly, MBA, CFRE, has been working in membership and direct response fundraising for more than 25 years. She has been on both sides of the consulting relationship — as both a client and a consultant. For close to 20 years, she has been an independent consultant, working with clients both nationally and regionally who are making a difference in the world and who face challenges with their direct marketing efforts.

Her consulting practice is based on developing marketing strategies to build support and maximize income from members and donors for nonprofit organizations. Direct response marketing is a potent source for nonprofit organizations to solicit income, build a constituency, and create a personalized forum to communicate directly with the public.

After working in Institutional Advancement at her alma mater, University of the Pacific, her direct marketing focus started at Craver, Mathews, Smith, & Company/West in the late 1980s, learning this business while working with environmental, social justice and public television organizations. From there, she spent time at Sierra Club Legal Defense Fund (now known as EarthJustice), integrating direct marketing into the bigger scheme of the entire Development office, along with building the institutional readiness needed for a successful mail program. From those efforts, she increased the organization's direct mail income by \$1.5 million over three years — through increasing acquisition and redesigning solicitation strategies.

Catherine is currently serving on the board for AFP International. She is a past president and current member of the AFP California Capital Chapter. Other memberships include the Direct Marketing Association (DMA), the DMA Nonprofit Federation, and the Association of Direct Response Fundraising Counsel.

She graduated cum laude with a Bachelor of Fine Arts in graphic design from University of the Pacific, and she holds a Masters of Business Administration degree from Saint Mary's College of California, also graduating with honors. She is a Certified Fund Raising Executive (CFRE), achieving that designation in 2003.

Catherine lives outside of Sacramento, California, with her husband and son, and she enjoys performing and visual arts, fine food and wine, and as many San Francisco Giants games as she can fit into her schedule.