



INDUSTRY LEADERS LAUNCH PERISCOPE FUNDRAISING STRATEGIES, LLC

Consulting practice to assist partners in advancing strategic long-term goals

Saint Paul, Minn. (March 22, 2018) – Karen Gleason and Kelly England, two industry veterans, have joined forces to launch Periscope Fundraising Strategies, LLC. (www.periscopefundraising.com). The new consultancy will focus on helping nonprofits extend their executive capacity to advance their strategic long-term goals, scale donor growth, and maximize revenue.

This unique practice provides a 360-degree approach to industry challenges - focusing on both fundraising strategy and team development needs. Service offerings include areas such as strategic planning, board / c-suite business case development, mid-level program expansion, donor retention improvement, and leadership training that are critical to making significant organizational growth.

“Having run complex fundraising programs for three large nonprofits, I know first-hand how hard it is to balance focus on the day to day needs of getting campaigns out the door vs. stepping back to work on the key initiatives that can drive revenue growth. I’m thrilled to be able to help organizations focus on strategic planning and new initiatives to drive mission impact,” said Karen Gleason, Principal / Co-Founder.

Gleason and England have a combined 40 years of experience in nonprofit, executive, and agency leadership roles. They have hands-on experience supporting more than 60 nonprofit organizations covering the breadth of industry sectors and fundraising channels. This powerful combination of experience and skills affords their ability to help partners rise out of the day to day to make breakthroughs on critical initiatives.

“I’ve partnered with both of these highly respected professionals and I could not be more excited about what they are bringing to the industry with Periscope. Kelly’s reputation as a strategic planner and master facilitator is second to none and I have personally taken advantage of these strengths in my past nonprofit roles. Karen has been my co-chair on the DMA Education committee and is a leading expert across fundraising channels. The combination of their experience and talents will be game changing for the organizations that are lucky to call them a partner,” said Jann Schultz, Vice President of Client Services, Merkle RMG.

If you would like more information about this topic, please contact info@periscopefundraising.com.

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Supporting Resources:

Website: www.periscopefundraising.com

Facebook: <https://www.facebook.com/PeriscopeFundraising/>

LinkedIn: <https://www.linkedin.com/company/periscopefundraising/>

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