

## Mary Kaiser, *Adjunct Counsel*



Mary Kaiser brings 20 years experience in development and direct mail fundraising from both inside the development office and outside as a consultant. She is regularly sought out by nonprofit organizations throughout the U.S. for her expertise in broad-based constituency building, especially for membership, annual fund and marketing.

She began her career at Illinois Institute of Technology where she established the prospect research function at the launch of a major capital campaign. Later, she worked in major and planned giving for that campaign. At The Art Institute of Chicago, she coordinated the interdepartmental team that marketed the Art Institute's largest exhibitions of the 90's, including Monet in 1995. She directed the annual fund and Telefund and catapulted membership to the nation's highest for any art museum. As a direct marketing consultant with MSGi of New York, she created dozens of successful direct marketing campaigns for nonprofit arts organizations nationwide.

In 1999, Mary established the Kaiser Group Inc. Her consulting work has resulted in double-digit growth in broad-based fundraising programs at Museum of Contemporary Art in Los Angeles, Illinois Institute of Technology, Lincoln Park Zoo, and Friends of the Forest Preserves, to name a few. Her major client relationships have included The Nature Conservancy of Illinois, Diocese of Joliet, Uhlich Children's Advantage Network, The Field Museum, and many more. Both The Art Institute of Chicago and Illinois Institute of Technology have reengaged her as a consultant to help refocus their membership and annual giving programs.

Mary holds a B.S. degree in marketing from Bradley University. She has taught the direct marketing session for Northwestern University's Certificate in Fundraising program and has presented at conferences for Association of Fundraising Professionals and American Association of Museums.

