

Multi-Channel Mini-Con

2025 Speaker Bios



Nosa Adetiba, Director of Nationwide Donor Development, ACLU

Nosa Adetiba is currently the Director of Nationwide Donor Development at the ACLU, where she leads mass marketing strategy, fundraising initiatives, and the multi-channel audience journey from acquisition through mid-level giving. With nearly 20 years of experience in nonprofit marketing and fundraising, she brings a seasoned, strategic lens to donor engagement. Nosa also serves on the nonprofit advisory board of MissionWired and on the boards of the Direct Marketing Fundraisers Association (DMFA) advancing fundraising efficiency; and She Builds Lives, focused on providing educational opportunities for disadvantaged children in Nigeria.



Jen Boland, Senior Director, DonorVoice

Jen Boland is the founder of BEATS Analytics, now part of DonorVoice, where she helps nonprofits rethink fundraising measurement through media mix modeling, incrementality testing, and advanced analytics. With more than 15 years of nonprofit experience and 25 years in digital strategy, Jen brings a unique perspective at the intersection of data, experimentation, and mission-driven growth. A frequent speaker on marketing measurement, she is passionate about equipping organizations with the tools and frameworks they need to understand what truly drives giving and how to allocate resources for maximum impact.



Bryan Casler, Vice President, Digital Strategy, 4Site Studios

Bryan Casler is the Vice President of Digital Strategy at 4Site Studios, where he helps mission-driven organizations solve complex challenges with creative, data-informed solutions. He brings a background in nonprofit technology consulting and a passion for aligning strategy, design, and development to create tools and campaigns that inspire action. Bryan partners closely with clients to improve supporter engagement, streamline internal workflows, and build sustainable digital ecosystems that drive measurable impact. Known for blending

Multi-Channel Mini-Con

strategic insight with a collaborative approach, he works to ensure organizations not only adapt to the evolving digital landscape but thrive in it.



Lori Collins, EVP, Marketing Science, RKD Group

Lori Collins is EVP of Marketing Science at RKD Group, where she serves as a thought leader and trusted advisor on advanced analytics and research-driven strategies that optimize multi-channel marketing and fundraising performance. She has decades of experience analyzing giving behaviors plus donor sentiment through market research, and has authored two of the longest-running tracking studies on communications and charitable giving. Prior to joining RKD Group, Lori founded the industry's first Giving Sciences agency practice and independent consultancy, combining the disciplines of data science and charitable giving research to develop truly supporter-centric fundraising strategies. She has partnered with world-class brands across both the commercial and nonprofit sectors and is dedicated to closing the gap in nonprofit strategies to drive sustainable growth and impact.



Tabitha Glenn, Vice President, Direct Response, USO

Tabitha Glenn is a community leader, executive coach and fundraiser who has elevated the reach of multiple nonprofit organizations – both locally and internationally. In her current role as Vice President of Direct Response at the USO, Tabitha leads a team of fundraising experts to raise \$60 million in revenues yearly in support of their mission to strengthen the well-being of the men and women who serve in our Armed Forces. The USO is the only nonprofit organization that goes where active-duty service members are deployed – in more than 250 locations all over the world.



Abby Jarvis, Head of Research, Neon One

Abby Jarvis is a writer, speaker, and researcher at Neon One. Her 12 years in the nonprofit technology industry have been dedicated to understanding how and why donors support their favorite causes, studying donor trends and behavior, and sharing practical tactics nonprofits can use to build successful fundraising programs.

Multi-Channel Mini-Con



Lili O'Toole, Senior Director, Direct Response Marketing & Digital Fundraising, Children's National Hospital Foundation

Lili O'Toole is the Senior Director of Direct Response Marketing and Digital Fundraising at Children's National Hospital Foundation. Since joining in 2018, she has led data-driven, integrated campaigns to acquire, retain, and upgrade donors, overseeing digital and mass communication strategies for gifts under \$10K.

Working closely with her team, Lili drives donor engagement through targeted mail, email and digital outreach, leveraging analytics to refine strategies and optimize fundraising efforts. Under her leadership, total revenue has grown by 44%.



Elizabeth Palmisano, Associate Director, Audience Strategies, The Nature Conservancy

As a part of the Membership Team, Beth focuses on retention strategies that inspire long-lasting relationships with TNC. Throughout her time with the organization, she's supported different aspects of the program including digital donor acquisition, web conversion optimization, campaign management, member retention and more. Most recently, Beth has focused on the transition from channel-first to audience-first. Prior to TNC, Beth led digital fundraising efforts for the USO and managed email and text-to-give for the American Red Cross. She has played an active role in the nonprofit community – volunteering with the American Marketing Association's Nonprofit Marketing Conference and serving on the Board of Directors for the Young Nonprofit Professionals Network of Washington, DC.



Maan Sacdalan, Director, Digital Production & Database Management, National Trust for Historic Preservation

Maan Sacdalan is a dedicated professional with a passion for leveraging technology and design to make a positive impact. Maan specializes in developing and implementing strategies that empower non-profit organizations to achieve their missions effectively. With a background in both web design and

development, Maan brings a unique skill set to the table. Her expertise in creating engaging and user-friendly fundraising pages and websites ensures that non-profits and organizations have a strong online presence, facilitating outreach and donor engagement. Whether it's crafting compelling narratives or optimizing user interfaces,

Multi-Channel Mini-Con

Maan understands the importance of seamlessly blending aesthetics with functionality. Driven by a deep sense of purpose, Maan Sacdalan is committed to using her skills to contribute to meaningful causes. Through her innovative strategies, captivating designs, and technical proficiency, she strives to empower non-profits to create lasting positive change in their communities.



Kevin Schulman, Founder, DonorVoice

Kevin Schulman is an academically trained social scientist focused on answering the why behind human behavior. He's founder of DonorVoice, a behavioral science fundraising agency, and DVCanvass, a canvassing and telefundraising firm. He's also Managing Editor for the Agitator/DonorVoice blog, a top 5 fundraising blog globally.



Maeve Strathy, VP, Client Relationships, Blakely

Maeve Strathy is a fundraising and marketing leader dedicated to building strong client relationships and effective account operations. As VP, Client Relationships at Blakely, she leads a team of Account Directors and Account Managers, ensuring clients receive exceptional support and strategic guidance. She thrives on coaching her team and making work both purposeful and enjoyable. Maeve partners with Canadian and American nonprofits, overseeing annual programs and leading large-scale projects, supporting clients and the Blakely team. Based in Toronto, she enjoys cooking, reading, running, and time with family.



John Wilburn, Director, Account Management, Epsilon

John Wilburn is a Director of Account Management at Epsilon. With over 20 years of experience in nonprofit fundraising, he has played a key role in driving success for organizations through data-driven strategies and multi-channel direct response campaigns. Before joining Epsilon, he led the direct response program at the National Park Foundation and held leadership roles at Target Analytics (Blackbaud) and the American Red Cross, as well as working in client support roles on the agency side.