

Fundraising Fundamentals 201

2026 Speaker Bios



Nosa Abetiba, Director, Nationwide Donor Development, ACLU

Nosa has served as the ACLU's Deputy Director of Donor Marketing & Production since 2021. Overseeing mass marketing strategy, fundraising efforts and the multi-channel audience journey from acquisition through mid-level giving.

With almost 2 decades of experience in nonprofit marketing and fundraising, including roles at the ASPCA and consulting with Sanky Communications and Eidolon Communications, she brings a seasoned, strategic approach to donor engagement.

Nosa serves on the boards of the Direct Marketing Fundraisers Association (DMFA), and She Builds Lives, supporting efficient fundraising and education for disadvantaged children in Nigeria.

She lives in New Jersey with her family and can be found plotting to take friends and strangers alike to karaoke.



Robert Connely, Executive Vice President, Integral, LLC

Robert Connely serves as the key client lead focused on implementing strategy and client management excellence. Since joining Integral in 2017, Robert has leveraged his extensive experience from the front lines of fundraising to drive significant organizational changes throughout the nonprofit industry.

As the Director of Annual and Special Giving at American Farmland Trust (AFT), Robert led the organization's membership and mid-level donor programs. Through his efforts in direct mail and online acquisition, mid-level donor identification and upgrades, and enhanced donor services, Robert successfully doubled AFT's 12-month active donor file in just three years. This accomplishment underscores his ability to implement effective strategies that yield tangible results.

Before his tenure at AFT, Robert served as the Deputy Campaign Manager for a successful US House race in Virginia. In this role, he specialized in door-to-door canvassing, telephone fundraising, and volunteer recruitment. His hands-on

Fundraising Fundamentals 201

experience in these areas provided him with a deep understanding of grassroots fundraising and campaign management, further enriching his expertise in the nonprofit sector.

At Integral, Robert's role extends beyond client management. He is instrumental in developing and executing data-driven strategies that enhance operational efficiency and effectiveness for nonprofit organizations. His approach is centered on understanding the unique needs of each client and tailoring solutions that drive growth and sustainability. By leveraging his extensive background in fundraising and strategic planning, Robert helps organizations navigate the complexities of the nonprofit landscape and achieve their goals.

Robert's leadership and strategic acumen have positioned him as a key point for organizational changes within the nonprofit industry. His ability to translate complex data into actionable insights has made him a trusted advisor to many organizations.



Bryan Evangelista, Executive Vice President, Lautman Masko Neill & Company

Bryan's proven track record of successful fundraising and stellar client service for both large and small nonprofits is a tremendous asset, as is his extensive knowledge in statistical reporting and analysis.

As Executive Vice President at Lautman, Bryan oversees fundraising campaign strategy for a variety of clients – and works with analysts and data processors as head of the Analytics Department. Prior to joining Lautman in 2009, he spent four years with Adams Hussey & Associates managing the direct marketing campaigns of various nonprofit organizations.

Bryan received a Bachelor of Science in Business Administration from Georgetown University, with a double major in Marketing and Management. He is an active volunteer within the industry, serving on the ADFRCO Council Board and as Chair/Head Judge of the DMAW MAXI Committee. He is also Board President of the Alumni Association for the Georgetown University Swim Team.

A first generation American by way of Argentina, Bryan was born and raised in New York but has been a proud DC local for 20+ years and living the dad joke life with his son Colin.

Fundraising Fundamentals 201



Jamie Kelly, Senior Community Philanthropy Manager, Direct Response and Digital Fundraising, The Trevor Project

Jamie Kelly is the Senior Community Philanthropy Manager of Direct Response and Digital Fundraising at The Trevor Project, where she leads a \$10 million multichannel fundraising program spanning online and offline channels.

With more than eight years of experience in nonprofit fundraising and marketing, Jamie has helped build and scale Trevor's direct mail program, launched innovative giving campaigns, and driven data-informed strategies to deepen donor engagement and retention.

Before joining The Trevor Project, Jamie worked at regional nonprofit organizations and a direct marketing agency, gaining experience across both the nonprofit and agency sides of fundraising. She's passionate about creating meaningful donor experiences that advance mission-driven impact and long-term sustainability. Her expertise spans donor segmentation, testing and optimization, acquisition and retention strategy, and integrated multichannel campaigns that inspire lasting donor relationships.

Jamie currently lives in Philadelphia with her husband.



Kylee Lorio, Associate Director of Digital Marketing, Human Rights Watch

Kylee Lorio is the Associate Director of Digital Marketing at Human Rights Watch and based in the Washington DC area. With a proven track record in omni-channel campaign execution, Kylee's expertise spans peer-to-peer text messaging, email fundraising, influencer marketing, programmatic campaigns, and CTV.

Throughout her career, Kylee has raised over \$8 million dollars for a diverse array of clients, including political candidates, PACs, and some of the nation's most esteemed nonprofits.