

Fundraising Fundamentals 201

2026 Speaker Bios

**Nosa Adetiba, Director, 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.

She lives in New Jersey with her family and is always plotting to recruit friends (and strangers) for karaoke.

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

**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.

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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 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.



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.

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Fernando Santos, Director of Development & AI Solutions, 4Site Studios

Fernando Santos is Director of Development and AI Solutions at 4Site Studios, where he builds and leads technology for nonprofit organizations focused on digital fundraising and donor experience. With more than 25 years in software engineering, his work centers on practical, production-ready systems that help nonprofits raise more money, operate more efficiently, and make better data-

driven decisions.