

# Fundraising Fundamentals 101

## 2026 Speaker Bios



### **Steven D. Fleshman, Founder/Creative Partner, DR2**

With over 37 years of direct-response experience, Steve Fleshman is Founder/Creative Partner of DR2, a direct marketing graphic design consultancy. As a former Creative Director at Capital One, Coast to Coast Resorts, EDS, Marsh & McLennan and SQN Communications Design, Steve is known for crafting direct-mail packages that get opened and emails that not only get click-throughs, but what truly matters – *donations*.

Among his greatest successes are a Sigmund Freud Lunchbox as the carrier for a lunch invitation to learn more about a mental healthcare HMO... a Gold-Maxi-winning package containing Old Bay seasoning to promote the employ of the developmentally disabled at a direct-mail production facility... and membership mailings offering timeshares for camping spaces. Lest you think his experience is limited to off-the-wall endeavors, his achievements also include creative leadership that resulted in winning campaigns for White Coat Waste Project, International Rescue Committee, AARP Foundation, The Nature Conservancy, FINCA, Greenpeace, Save the Chimps, Defenders of Wildlife, and the Children's National Medical Center, just to name a few.

In 2022, Steve was honored as a GDUSA Responsible Designer in his shaping of commerce, culture and causes. And in his spare time, he serves as a fine-art printmaker and instructor, specializing in relief and screen printing.



### **Joe Harr, Marketing Strategist, AARP**

Joe Harr is a marketing strategist with 25 years of marketing, non-profit management, database, and analytics experience. Joe is currently Marketing Analytics Manager at AARP where he provides analytics, forecasting and strategy for several channels – DRTV, insert media, direct mail and email. His work has helped AARP generate over 10 million member orders.

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Joe has a bachelor's degree in accounting and an MBA, both from the University of Maryland. When he's not building data visualizations or creating marketing strategy, Joe is working on his streak of over 1,000 days completing the New York Times crossword.



## **Victoria Heckler, Vice President, Mal Warwick Donordigital**

Victoria Heckler has worked in the world of progressive fundraising for more than two decades. With a dynamic career spanning roles at prominent organizations like Planned Parenthood Federation of America and the National Women's Health Network, Victoria has consistently championed causes close to her heart.

Her expertise extends beyond traditional fundraising as she navigated the intricacies of donor databases as a Senior Business Analyst at Public Interest Data, Inc. For the past ten years, she has called the agency side her professional home, where she is currently a Vice President at Mal Warwick Donordigital.

Victoria's commitment to making a difference doesn't stop at the office. She is passionate about engaging with the community and proudly serves on the DMAW Maxis Committee, is on the board of Trail Dames, and encourages others to be good stewards of the outdoors as a Leave No Trace Level 1 Instructor.

In her ever-dwindling free time, Victoria enjoys hiking and backpacking and volunteers as a docent at the Appalachian Trail Museum in Gardners, PA.



## **Steve Kehrli, Chief Development Officer, PETA**

Steve Kehrli is Senior Vice President of Development at PETA, managing U.S. and international development efforts. With over 20 years leading high-performing teams, he specializes in innovative, data-driven fundraising strategies that combine insights with creative vision. He has led initiatives that expand digital, major gifts, and global campaigns, focusing on growth and sustainability.

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His campaigns have raised millions for animal liberation, winning victories like convincing major fashion brands to stop using fur and rescuing animals from exploitative exhibitors.

Steve prioritizes collaboration and inspiring others to reach their potential. He leverages technology, analytics, and emerging platforms to amplify PETA's mission and engage supporters. Under his leadership, PETA has launched groundbreaking donor programs and gained recognition in nonprofit fundraising.

Originally from California and now in Washington, D.C., Steve brings West Coast openness and optimism. His career started in the arts; he has a Theatre degree from San Diego State University and toured with Up With People, shaping his passion for connecting across cultures.

When not working on fundraising, he enjoys traveling with his husband, caring for their rescued cats Sammy and Marisol, and sparking conversations about compassion.



## **Ioannis Saratsis, Vice President, Client Services, NextAfter**

Yanni serves as the Vice President of Client Services at NextAfter, where he uses his 15 years of non-profit fundraising experience to help organizations make an even greater impact on the world.

An award-winning digital strategist, prior to joining NextAfter Yanni spent 10 years at RKD Group, where he was responsible for creating breakthrough, multi-channel strategies for over one hundred local and regional nonprofits, primarily focusing on the health and human services sector.

He also spent 7 years in Washington, D.C. working at one of the country's premier think tanks, focusing on security research, marketing, congressional relations, and fundraising.

Yanni holds a B.A. in International Studies from Bryant University and an MA in International Relations from Sussex University in the UK. He currently resides in Rhode Island with his fiancé and two fur babies, Maximus and Bailey.