

## Cultivating an Attitude of Gratitude

### About the Presenter



**Lynne Wester** strongly believes that donor relations is the key to unlocking fundraising success and that organizations must be as dedicated to the donor experience, or DX, as they are to the ask itself. Sometimes referred to as the Olivia Pope of fundraising, Lynne helps organizations when they need it the most – when crisis or opportunity arrive.

Lynne and her teammates at the Donor Relations Guru Group partner with nonprofits large and small on a variety of initiatives from developing sound strategy and vision to utilizing technology and creating meaningful donor engagement - all designed to positively affect the fundraising bottom line. Her guidance has led her clients to be recognized on the national stage for fundraising innovation, creative communication, and groundbreaking donor relations work.

The DRG website is a unique industry tool filled with resources, samples and thought leadership on donor relations and fundraising. Lynne is regularly featured in publications such as the Washington Post, Chronicle of Philanthropy, and CASE Currents and has authored three books of her own on a myriad of industry topics.

Lynne received her B.A. from the University of South Carolina, holds a Masters in Strategic Fundraising and Philanthropy from BayPath University, and proudly sports a DUCKtorate from the Disney Institute.