

Carol Leister Promoted to Fundraising Director

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(Malvern, PA) McPherson Associates, Inc., promoted Carol Leister to the new position of Fundraising Director. Leister, based in New York, will manage accounts as well as provide counsel to agency clients on fundraising strategy, analysis and operations.

President Richard McPherson said, “Carol has made a tremendous impact in the year since she joined the agency. We want all clients to benefit from her experience and perspective. Whether planning a fundraising strategy or helping evaluate results, Carol brings the kind of insightful questions that lead to highly productive solutions. She is an invaluable resource to the sector and we couldn’t be more pleased about her promotion.”

Vice President Tim Oleary said, “Carol brings an ideal balance of discipline, experience and enthusiasm to our agency. Her analytical approach and passion for nonprofit work are a great benefit to our clients and our staff. Carol is definitely someone you want on your team when approaching a fundraising project.”

Fundraising Director Carol Leister said, “I am very excited to be joining McPherson Associates full-time. During my past year as an Associate, I was able to observe the passion, creativity and expertise that each member of the staff brings to our work with clients and vendor partners. I look to add my perspective and fund-raising experience working in nonprofit organizations for over 20 years to the team so that we can provide the best possible support to our clients.”

Ms. Leister joined the agency in 2010 as Project Associate, managing accounts and advising on projects for clients in higher education, international relief and public broadcasting. She was formerly Assistant Vice President for Annual Giving at Sesame Workshop. She previously developed and managed fundraising programs for WNYC Radio, Thirteen/WNET and Columbia University.

McPherson Associates, Inc., was formed in 1984 and serves clients throughout the U.S. and internationally. The Philadelphia-based agency provides fundraising and marketing services to clients in higher education, public broadcasting, conservation, women’s rights, the arts, health and other areas.

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