OUR MISSION

GROWTH
WHY YOU ARE IMPORTANT

• **ANA** is fortunate to represent hundreds of nonprofit organizations

• **ANA** aims to scale, elevate and lead the nonprofit fundraising sector

• **ANA** includes the best global brands in the world

• Outstanding, important and inspiring **Work**
$427.7 BILLION

Down 1.1% in 2018
VRS growth of 5.2% in 2017
HALF OF FUNDRAISERS ARE LOOKING AT NEW CAREERS LEADING TO A PRECIPITOUS TALENT DECLINE.
RELAUNCHING THE FEDERATION
RELAUNCH HIGHLIGHTS

• A program of one-day conferences and webinars beginning Oct ’19 to supplement national conferences

• Provide top-quality content through access to ANA’s Marketing Knowledge Center

• Enhanced educational offering for fundraisers

• Advance and expand the fundraising sector through the ANA’s Convening power
FORTIFIED ANA EXECUTIVE MANAGEMENT COMMITMENT

DUKE FANELLI  
CMO

SENNY BOONE  
SVP - NFP

CHRIS OSWALD  
SVP - GOV RELATIONS
YOUR VOICE IS VITAL
5 YEAR GOAL

1,000 Nonprofits
$1 MILLION TO FIGHT AGAINST DATA RESTRICTIONS

Privacy for America
ADVANCING ISSUES FOR NONPROFITS

- Data Privacy
- Postal rates and regulations
- Charitable Giving Incentives
- Keeping abreast of state charitable solicitation rules
- Alerting you to legislation