



**Kathy Goodacre**  
**Senior Fundraising Consultant**  
**NewLevel Group**

Kathy Goodacre has over 20 years experience in business development, fundraising strategy and execution, and capacity-building for business and nonprofit organizations. She excels at creating and directing strategic fundraising efforts including capital campaigns, endowment campaigns, annual giving programs, and events.

Kathy's strengths are her hands-on management of both the planning and execution of fundraising campaigns. She directs comprehensive donor research and feasibility studies, develops compelling case statements and value propositions, performs volunteer recruitment and training, and participates in key donor meetings and solicitations. From assessment to implementation, Kathy manages all aspects of these complex projects and directs workflow that is accurate, timely, and efficient.

With work experience as a marketing executive for a private business, as a nonprofit executive, and as a consultant to nonprofits, Kathy understands all aspects of fund development. She is able to manage campaigns in a way that energizes all stakeholders – the major donors (corporate and individual), the nonprofit organization, and volunteers – to develop a campaign that will help the nonprofit reach or exceed its fundraising goals.