

Lisa Brown Associate

Lisa Brown has been in fundraising for her entire 18-year career, serving in client services, major gifts, and management of non-profit organizations. She joined moss+ross as an associate in 2010, specializing in new fundraising methods such as social media and web efforts as well as general annual fund and campaign planning and implementation. She has played key roles with the Durham Arts Council, the YMCA of the Triangle and Urban Ministries of Durham for moss+ross.

Lisa spent the early part of her career with direct marketing firms in Washington, DC and Austin, Texas, as a client services and production manager. She managed and implemented direct marketing and membership fundraising programs for political parties and fine arts and human service organizations. She has extensive print design, production, database design and management experience.

She then worked as the Development Associate in Austin for Lady Bird Johnson's Wildflower Center. She managed volunteer committees and activities, membership and annual patron major gifts, special events, volunteer and donor correspondence, and maintenance of member and donor files. She was responsible for reporting to the Board of Trustees and the Johnson family about the success of the donor programs of the Center.

Upon her arrival in the Triangle, Lisa worked as a Major Gifts Officer at Duke University during its \$2.3 billion capital campaign. She was responsible for the identification, cultivation, solicitation, and stewardship of alumni, parents, and friends of Duke for significant gifts. Lisa participated in long-range and strategic development planning, and wrote proposals and materials to support Arts and Sciences fundraising.

More recently, Lisa served as the first Development Director of Kidzu Children's Museum of Chapel Hill. She implemented fundraising, stewardship and reporting processes, started an annual fund and sponsorship program, managed events and volunteers, and expanded the membership program.

Lisa and her husband Greg moved to Chapel Hill in 1998 when he joined the faculty at the UNC's Kenan-Flagler School of Business. Lisa has been an active volunteer with the schools her children, Cameron and Zack, attend as well as UNC's Lineberger Cancer center. She is a graduate of Emory University in Atlanta.

