

gina schmeling

FUNDRAISING

BIO

Gina Schmeling has been helping non-profits run direct marketing and fundraising programs since the mid-90s. She has built programs at cultural and advocacy organizations to insure successful individual giving.

She has worked exclusively for non-profits since graduating from Stanford University in 1990. Many years in public radio, in Chicago and New York, and nearly six years as Director of Membership at the national office of the American Civil Liberties Union bring a unique perspective to her work in direct response.

She knows how to approach challenges with problem solving and patience. Having advised on major data conversions at WNYC and the ACLU, she has been the go-to link between technical and development teams. Often at organizations with sweeping transitions, she knows how to stay steady in times of flux and growth.

After a fellowship year at The Whitney Museum of American Art, Gina completed her Master's in Humanities at New York University in 2007. A distance runner, she proudly fundraises for the Autism Speaks and Leukemia & Lymphoma Society marathon teams. In mid 2012, Gina joined the Board of Trustees at Hannah Senesh Community Day School.

2012 was also the launch year for Gina Schmeling Fundraising, offering member/donor based non-profits project or long-term consulting. Working with each institution's unique strengths and core community, Gina finds new ways to innovate, connect and enhance returns.