



## **Laura Fredricks**

Laura Fredricks is a consultant, motivational speaker and the best-selling author of The Ask: How to Ask Anyone for Any Amount for Any Purpose, and Developing Major Gifts: Turning Small Donors into Big Contributors.

Laura has taught nonprofit business management; leadership; fundraising trends; annual, major gift, planned giving, special events; and capital campaign courses on a certification and master's degree level for University of Pennsylvania, Columbia University, New York University, Duke University, and the Smithsonian Institute. Her speaking engagements include yearly presentations at the Association of Fundraising Professionals (AFP) International Conference; International Web Conferences for AFP; keynotes for numerous AFP Chapters; the Council for Support for Advancement and Education and Planned Giving Councils; and a Master's Class on The Ask at the International Fundraising Congress in the Netherlands.

In her former role as Vice President for Philanthropy at Pace University in New York, NY, Laura oversaw all aspects of fundraising and alumni relations for a staff of 35 on five campuses, raising over \$92 million in six years. Earlier in her career, she served as Associate Vice President for Development at Temple University, managing the major and planned giving programs, corporate and foundation funding, and alumni relations for 15 schools, two hospitals, and the athletic program. She serves her community as a board member for Cherry Lane Theater, NY; advisory board member for New York University and Columbia University's Masters in Fundraising Programs; and as a volunteer for the Caring Community, NY.