

## Laura Kruisenga

An energizing partner in annual fund demystification and process simplification.



Laura offers levelheaded guidance and training that makes the difference between crash-and-burn annual fund management and relationship-building bliss. Her practical style helps nonprofits focus on their goals while shaping up their tools...bringing hope to staff and board members everywhere that there is life beyond the tyranny of the urgent.

In addition, Laura helps nonprofits manage and motivate their volunteer committees, which play a key role in our open system of fundraising. She also works in helping clients find the right staff for development. Her guidance ensures that our clients have the best tools and the most energized team to start engaging more donors. She helps staff create plans and timelines, and then holds them to it!

Prior to joining Kennari Consulting, Laura started her nonprofit career as a database manager and events coordinator. Her focus has always been on annual fund stability and growth. She has wrangled with systems ranging from Raiser's Edge to Giftworks and more, and she has a gift for bringing order to data and process.

In addition to working directly with clients on the Annual Fund team, she serves as the Chief Operating Officer and helps keep our internal business practices and structures on track while supporting continued growth of the business and team.

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*Laura joined Kennari Consulting in 2010, with nonprofit experience dating back to 2002. Her areas of expertise with nonprofits include: annual fund processes, communications and direct mail, event and committee management, staffing, and donor software. Laura completed her BA from Adrian College in 2004 and has certified training in Raiser's Edge and Consultant Certification in Giftworks.*