

## **Laura MacDonald, CFRE**

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President & Founder  
Benefactor Group

**Laura MacDonald**, President of Benefactor Group, is a certified fundraising executive with more than 25 years' experience in nonprofit leadership, fundraising, and philanthropy. She has served as the vice president and creative director of a national fundraising firm and chief development officer in arts and higher education.

In 1999, she established a consulting firm to serve the needs of those who serve the common good®: nonprofit institutions, donors, and civic leaders. Benefactor Group is currently working with arts, culture, and educational institutions; human service organizations; women's funds; and others working to improve the quality of life. In the summer of 2015 the firm celebrated the opening of new museum facilities where Laura and her team served as fundraising counsel: the expanded Columbus Museum of Art, the COSI Planetarium, and the grand opening of the AMAZEUM in Bentonville, Arkansas.

The firm she established has served more than 200 clients, ranging from big ten universities and global NGOs to start-up community organizations. Laura has helped her clients achieve unprecedented successes: the largest contribution ever to an arts organization in central Ohio; consistent increases in annual fund revenue for a women's fund; an innovative digital giving strategy for a conservation organization; a reinvigorated board for a literary society.

Prior to establishing Benefactor Group, Laura was chief development officer at The Ohio State University's Wexner Center for the Arts where she helped the organization secure its largest-ever corporate sponsorship and foundation grant and highest membership. During her tenure she also served as a senior development officer in the University's \$1.2 billion capital campaign.

She is a frequent speaker at local, regional, and national conferences and has written articles related to advancement and philanthropy. For many years she served on the Development and Membership Executive Committee of the American Alliance of Museums. She chairs the editorial review board for *Giving USA: The Annual Report on Philanthropy*, the seminal publication reporting on the sources and uses of charitable giving in the United States. She is a member of the Association of Fundraising Professionals and was named the Central Ohio Chapter's "Fundraising Professional of the Year" in 2007.