

**KELSEY NELSON**

SENIOR CONSULTANT

[KELSEY.NELSON@CAMPBELLCOMPANY.COM](mailto:KELSEY.NELSON@CAMPBELLCOMPANY.COM)

Kelsey's passion for nonprofits drives her efforts to help them achieve and sustain growth through the power of philanthropy. She enjoys partnering with organizations on strategic goal setting and intentional relationship building, always looking for opportunities to leverage their existing strengths. She has worked with dozens of nonprofits in the Midwest and across the country to advance their fundraising campaigns, annual programs, digital fundraising initiatives, and planned giving efforts.



Prior to joining Campbell & Company in 2016, Kelsey worked in the University of Michigan's central development office. As Assistant Director of Annual Giving, she co-created a fiscal year solicitation plan, wrote university-wide direct mail and e-solicitations, and provided ongoing analyses of fundraising efforts to a portfolio of ten schools, colleges, and units. Additionally, she facilitated educational workshops for annual giving officers and helped implement qualification and non-donor acquisition pilot projects. Kelsey began her career in philanthropy at the Adler Planetarium, where she worked closely with the Board of Trustees and oversaw special events, publications, and partnerships designed to advance the Adler's mission.

Kelsey holds an MA in Art Education from the School of the Art Institute of Chicago and a BA in History of Art & Architecture and French from Middlebury College, where she remains involved as a class agent and alumni interviewer. She serves on the Association of Fundraising Professionals Chicago's Board of Directors and as chair of AFP Chicago's Philanthropy Committee, and in her free time she enjoys running, cycling, and cross-country skiing.