



Anthony R. Alonso, President Catapult Fundraising, Inc.



Anthony R. Alonso is one of the nation's leading fundraising consultants with over three decades of expertise in direct marketing and telefundraising. He is often called upon as an industry leader to speak on telephone, planned giving, and social media marketing. Anthony's experience ranges in the education, health care, social services and arts markets.

Anthony is a natural leader who serves others with honesty, integrity, and has a passion for doing his very best at whatever he puts his mind to. Anthony has run his own business for over 20 years and has learned how to overcome obstacles, navigate "gray areas" in an ethical manner, how to lead and manage others effectively, and how to motivate a team while always moving forward. It's Anthony's expertise and passion for helping non-profit organizations that has allowed him to successfully raise close to a billion dollars for organizations in need over the last ten years alone.

Anthony's impact on the profession goes far beyond serving Catapult's clients. He has served on the boards of AFP Las Vegas, AFP New Jersey, The Giving Institute, Giving USA, the AFP Foundation for Philanthropy, and was a founding member of the AFP Industry Partners Council. Anthony currently serves as President of the AFP Las Vegas chapter. In addition, he has provided pro bono calling services for both AFP-NJ and AFP Global as well as his Catholic prep school alma mater.

Anthony has mentored countless fundraising professionals who have moved into roles including Vice Presidents and Directors at major institutions across the United States. He has been a mentor to other consultants when they were first getting their start, and as their careers progressed and they needed guidance on how to best service the non-profits they were partnered with. Additionally, Anthony has mentored AFP members who have served on boards of their local AFP Chapters.

Anthony has authored articles for a number of industry publications including AFP's Advancing Philanthropy, The Non-Profit Times, AHP Connect, and CASE Currents. Anthony has also contributed quotes, ideas, and chapters to fundraising books, including Effective Telephone Fundraising: The Ultimate Guide to Raising More Money by Stephen F. Schatz.

Award for Consulting Excellence

Due to his innovative and forward-thinking style, Anthony has had the privilege of partnering with thousands of prestigious clients across a variety of sectors including the United States Naval Academy, Dartmouth College, Oxford University, Anne Arundel Medical Center, the Betty Ford Center, Amazing Facts, The Field Museum, and the International Rescue Committee to name a few.

