



Fiona Cunningham is Senior Director of the Transformation Giving Group at RKD Group. She joined RKD's Transformational Giving Group in 2019, bringing a distinguished career that bridges the non-profit and corporate worlds. An accomplished leader, she has a proven record of driving revenue growth, cultivating high-value partner relationships, and revitalizing underperforming fundraising programs.

She has led multimillion-dollar engagements and high-performing teams at the American Cancer Society and the Arthritis Foundation, as well as steering a subsidiary of Steelcase Inc. Fiona is widely respected for her strategic vision, ability to forge powerful partnerships, and talent for creating impactful alliances. Her innovative fundraising approaches have consistently expanded transformational impact and deepened donor relationships.



Lori Collins is EVP of Marketing Science at RKD Group. She is a thought leader and trusted advisor on advanced analytics and research-driven strategies. She's been analyzing giving behaviors, perceptions, and preferences for a few decades, optimizing omnichannel marketing and fundraising performance.

Prior to joining RKD Group, Lori created the industry's first Giving Sciences agency practice and independent consultancy, combining the disciplines of data science and charitable giving research to develop truly supporter-centric fundraising strategies.

She has partnered with world-class brands in both the commercial and nonprofit sectors and is dedicated to closing the gap in nonprofit strategies for sustainable growth and impact.