

## Allison Kerr Donor Relations Officer



Allison Kerr is a donor relations officer at Western Resource Advocates (WRA). She builds strong relationships with passionate donors and connects them with opportunities to financially support WRA's mission of fighting climate change.

Kerr's favorite part of her job is the personal connection to donors, who play an essential role in WRA's ability to decrease carbon emissions, connect and protect critical landscapes, and ensure healthy rivers. She regularly meets with donors one-on-one and enjoys figuring out which parts of WRA's work sparks their interest. Kerr stays up to date on WRA's efforts to protect the West and keeps supporters apprised of how their gift is making an impact so they can deepen their investment.

Kerr joined WRA in August 2021. One of her proudest accomplishments was supporting two key end-of-year fundraising events, Giving Tuesday and Colorado Gives Day. Kerr pulled on her extensive peer-to-peer fundraising skills to help create and build excitement around a successful staff-wide campaign that raised important resources for the organization. With Kerr's involvement, WRA increased fundraising from its Colorado Gives Day staff challenge by 38% year-over-year in 2021.

Kerr understands that climate change is our biggest problem as a society, and she appreciates the niche and collaborative role WRA plays at the state level with various decision makers and partners to find solutions. Kerr was drawn to work for the organization after her first visit to the West for a backpacking trip in Grand Staircase-Escalante National Monument in Utah. The trip initiated Kerr's love for the West and it inspired her to relocate from the east coast to Colorado and eventually pursue working for an organization that protects public lands and tackles related issues.

Kerr has been in the nonprofit world since 2013. Upon entering college, she was drawn to internships and a career path that would have an impact. Prior to joining WRA, Kerr was in the healthcare space. She managed fundraising campaigns and volunteer engagement for the Crohn's & Colitis Foundation, where she increased fundraising and sponsorship revenue and secured the Salt Lake City walk's first presenting sponsorship in 2019. Before that Kerr was with the Johns Hopkins University School of Medicine Wilmer Eye Institute in Baltimore, during which she worked on event planning and annual giving and learned best practices around individual fundraising.

Kerr received a Bachelor of Science in Business Administration with a concentration in Marketing and a minor in Psychology from Towson University, located near Baltimore. She stays up to date on fundraising best practices by participating in networking and professional development opportunities from the Association of Fundraising Professionals Colorado Chapter.

Kerr volunteers her time and contributes her exceptional event planning skills while serving on the gala planning committee for a Colorado-based reproductive justice organization.

Born and raised near the shore in eastern Connecticut, Kerr currently lives in Denver with her partner. She enjoys experiencing all the West has to offer, from skiing and hiking to taking road trips throughout the Southwest. On a given weekend you can find her tiring out her husky through running and visits to the dog park.

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