

## Tom Ahern

“Tom Ahern is one of the country’s most sought-after creators of fund-raising messages” — The New York Times, November 2016

Tom Ahern is considered one of North America’s leading authorities on donor communications.

Each year, he delivers dozens of workshops on the techniques of (and psychology behind) effective fundraising communications. He is the author of five well-received books: on donor newsletters (2005); *How to Write Fundraising Materials That Make More Money* (2007); *Keep Your Donors*, a book about donor retention methods co-authored with Simone Joyaux (2007); and *Seeing Through a Donor’s Eyes* (2009); *Turning Doubters into Donors* (2020).

Tom works with dozens of clients nationwide every year. They include brand names like the Sierra Club and Save the Children, as well as hospitals, universities, foundations, and local charities. He specializes in bequest marketing; donor communications evaluations; direct mail; newsletter interventions; and case statements for big-ticket campaigns.

Tom is also an award-winning magazine journalist, for articles on health, women’s rights and other social justice issues. He has his MA and BA in English from Brown University, and a Certificate in Advertising Art from the RI School of Design. His office is in Rhode Island.

