

Karin Kirchoff

Karin has more than 15 years of direct response marketing experience with an emphasis in non-profit marketing. As the Vice President of Membership for Defenders of Wildlife, Karin oversees a membership base of more than 500,000 members that raises more than 60% of the operating revenue for the organization. This dynamic program includes aggressive multichannel marketing efforts including direct mail, telemarketing, mobile and online activism.

Prior to joining Defenders, Karin managed the retention marketing program for 20 million tenured members at AOL. While there, she developed successful campaigns targeted to at-risk populations including Latino members and households with presence of children.

Karin also spent many years on the agency/vendor side where she worked with the large marketing programs of the Gore 2000 presidential campaign, Channel 13/WNET New York, NARAL Pro-Choice America and the Aircraft Owners and Pilots Association.

Early in her career, she directed the leadership giving program for the Human Rights Campaign and managed the telefundraising efforts for organizations like the World Wildlife Fund and Planned Parenthood.

Karin holds two Bachelor's degrees from Marymount University in Political Science and Philosophy and a Master's degree from George Washington University in Political Management.