

Kristin McCurry

Kristin McCurry, principal of MINDset direct, is a 18 year veteran of nonprofit fundraising. Since founding MINDset direct in 2005, Kristin has partnered with the nation's most vibrant and visionary charities including St. Jude Children's Research Hospital, Catholic Relief Services, American Red Cross, the Nature Conservancy and others. In each relationship, Kristin helps organizations to focus on their high value donors and maximize their investment in the cause through effective use of data and compelling relevant communications.

Prior to MINDset direct, Kristin provided direction and strategic management for some of the largest direct response programs as Vice President for Epsilon's Washington DC fundraising office. She also served as the National Director of Direct Marketing for the American Cancer Society.

Kristin proudly serves as on the Advisory Council for the Direct Marketing Association Nonprofit Federation and leads the Membership Service, Education and Promotion committee. Her viewpoints and case studies have been published in a variety of publications including The Non Profit Times, The Chronicle of Philanthropy, Fundraising Success, Target Marketing, DM News and Advertising Age. She is also a frequent speaker and educator for the DMA Nonprofit Federation, AFP, DMFA and DMAW and has lectured at George Washington University and James Madison University.

Kristin graduated from the University of Texas at Austin and makes her home in Washington, D.C. with her husband, Charlie Cadigan, and son, Keegan.