

**Amy Blumenthal**  
*Vice President*



Amy Blumenthal's consulting work draws on experience gained through a 25-year fundraising career. Her expertise includes donor-centered fundraising, campaign planning and implementation, development communications, and board and volunteer development. She is passionate about mentoring and coaching and believes that best-practice campaign planning and strategy enable nonprofits to focus on mission-driven fundraising that leads to impactful and joyful giving.

Prior to joining Ter Molen Watkins & Brandt, Amy served for six years as Director of Women's Philanthropy for the Milwaukee Jewish Federation. She ran the Women's Campaign, raising major gifts, managing a team of over 40 campaign volunteers, and staffing the women's board and leadership mentoring program.

Amy has spent most of her development career in higher education. As Senior Advancement Officer at Marquette University, she managed a multi-year Scholarship Aid fundraising initiative, including planning, campaign communications, and fundraiser training. As Campaign Manager at the University of Wisconsin-Milwaukee, she coordinated the strategy and implementation of the university's successful \$100 million capital campaign.

She was fortunate to spend seven years at the University of Virginia as part of the team that successfully completed a \$1 billion capital campaign (the first public university in the country to reach this milestone). She was Director of Annual Giving, then Director of Corporate & Foundation Relations for Arts & Sciences, where she managed a program that generated nearly \$10 million in support annually.

Amy is an active volunteer in the Milwaukee community. She currently serves on the Marketing Committee and as a mentor in the mentoring program of the Association of Fundraising Professionals of Southeastern Wisconsin; as Vice President of Congregation Beth Israel Ner Tamid; and as a board member of the Milwaukee Jewish Free Loan Association, the National Council of Jewish Women - Milwaukee Section, and the American Friends of the International Jewish Center (Brussels, Belgium).

Amy has a BA from Smith College and an MA and MPhil in French Literature from Yale University. She and her husband Ed live in Bayside, Wisconsin and have two daughters.

