

Elaine Fogel has had a passion for branding and marketing for over three decades. What began with a record chocolate bar fundraising campaign in high school, eventually led to volunteer board and executive positions for local and national organizations and professional marketing positions. They're in her blood.

Elaine's early career gave her opportunities to take on a variety of creative outlets, all of which contributed to the marketer she is today. Whether it was "marketing" her classes to middle school students, captivating an audience as a singer or television show host, or engaging health-conscious gourmands with her cookbooks, she took on projects with gusto and a drive to succeed.



Marketing is the key
to living your mission.

Elaine has served several organizations helping them build their brands, develop campaigns, toot their horns and grow their programs, services, and revenue. In her senior management positions, she contributed to overall decision-making on revenue generation strategies; corporate, government, and community relations; strategic planning; risk management; finance; and human resources.

For **March of Dimes** (in Canada), she reorganized the business development team, developed a segmentation strategy, and created a sub-brand for its professional services division. The strategy, coupled with fresh targeted marketing collateral, helped grow sales revenue 17% to \$20 million in three years. Competing head-to-head with private companies, this helped increase the organization's operating budget to \$75 million.

On the fundraising and program side, she conscripted the late comic actor, **Leslie Nielsen** as honorary campaign chair for the March of Dimes annual campaign. She produced television and radio spots with him, wrote his event speeches, and nurtured a relationship with him and his wife. Elaine helped launch new national health programs with bilingual marketing materials and a public relations campaign.

For the **Canadian Breast Cancer Foundation**, she served as a key spokesperson, often interviewed on national TV and radio. Working with volunteers and agencies to market the *CIBC Run for the Cure* (in 36 cities nationwide), she worked with corporate sponsors such as **Nike, Ford, Tetley Tea, Wonderbra,** and **Air Canada**. Here, she cultivated the growing cause-marketing relationship with **CIBC** brand executives.

For **UJA Federation** in Toronto, she collaborated with volunteers and PR specialists to promote a year-long series of major events involving the Prime Minister, Premier of Ontario, celebrities, and dignitaries. The year culminated in a two-week pavilion exhibit of ancient artifacts, cultural displays, entertainment and food kiosks that received over two million visitors. She then focused on marketing a \$50 million annual campaign, with responsibility for niche marketing to top and major gifts donors. Here, she procured former Barenaked Ladies lead singer, **Steven Page**, and baseball's **Shawn Green** as celebrity spokespeople, producing pre-game NBA and major league baseball shows.

At the very core of Elaine's being is her love of writing. What began at twelve winning a local songwriting contest, turned into a lifelong passion - at first, writing, producing and developing a variety of materials, on agency contract, for major corporate clients such as **Kraft, Procter & Gamble, Nestlé Carnation, Warner-Lambert** and **Shopper's Drug Mart**. And then, for employers and clients - articles, newsletters, annual reports, brochures, fact sheets, Web sites, news releases, flyers, letters, ads, and sales and fundraising materials.

Elaine has been a contributing writer for **The Business Journal** and her articles have appeared in many publications, including *The Arizona Republic*, *Stanford Social Innovation Review*, *Marketing News*, *Advancing Philanthropy*, *Nonprofit World*, and several association publications. She has been interviewed by **CNN**, *Connect Magazine*, and *The Capitol Times*, and her content was included in *Guerrilla Marketing for Nonprofits* by Jay Conrad Levinson, Frank Adkins, and Chris Forbes, as well as *Nonprofit Consulting Essentials* by Penelope Cagney.



Elaine enjoys combining her education experience and performance skills with her marketing talents through keynotes and presentations on branding, marketing and customer service topics. She is also very involved as a volunteer for the **American Marketing Association**, serving as Ambassador of its Nonprofit Community and chair of the 2011 Nonprofit Marketing Conference, as well as for the **Association of Fundraising Professionals (AFP)** internationally and locally.

Elaine launched **Solutions Marketing & Consulting LLC** after relocating from Toronto, Canada to Phoenix, Arizona in late 2004. The company gives her the opportunity to work with businesses and nonprofits across the U.S. and Canada, sharing her creativity, strategic approach, and right-brain ideas (that flow non-stop).

Elaine's areas of specialty include: marketing and branding strategy, copywriting, design and development of print and electronic marketing collateral, speaking and training, programs/products/services marketing, fundraising and membership marketing, cause marketing, project management, media/public relations, event marketing, advertising, customer service, and board development. With her business partner and husband, Allen, the company also offers promotional products and custom printing as part of its mix.

A brand evangelist, Elaine believes that the road to success begins with strategic marketing, authenticity, and a commitment to excellence. Organizations and companies that want to *stand out* need a strong focus on marketing and branding in today's competitive landscape for attention and revenue.

Entrepreneurial, outgoing, and humorous, Elaine is sought after for her diverse experience and expertise.

Check out Elaine's blog, **Totally Uncorked on Marketing** at <http://elainefogel.net>

Elaine's MarketingProfs Daily Fix blog posts: <http://www.mpdailyfix.com/author/elaine-fogel>