

Erin Straza

CEO, MBA, Author

A sought-after Chief Donor Engagement Strategist, Erin assists nonprofit clients in making their missions irresistible to donors. Her approach to core messaging and relationship building produces the stability necessary for organizational growth. For more than two decades now, Erin has consulted with nonprofit clients from across the country that serve constituencies around the world.

Erin attended Illinois State University where she earned undergraduate degrees (marketing and business administration) and completed graduate work (consumer behavior and communications). After a few years in corporate marketing, she accepted a full-time teaching position with Illinois Wesleyan University. She is published author, conference speaker, former podcast host, and avid reader.