

Gail Orser is the Territorial Associate Director of Advancement at The Salvation Army Eastern Territorial Headquarters. Her job is to oversee the Major Gift, Planned Giving, Corporate Giving programs for the Eastern Territory. This includes giving oversight to advisory boards and capital campaigns. Gail works with a team of 6 professional staff at the territorial headquarters, who support over 50 fundraising staff throughout the 11 divisions, raising over \$20 million a year in cash gifts and \$40 million in planned gift commitments, each year. She likes supporting and encouraging her team, who in turn support and encourage over 50 professional staff throughout the territory.

Prior to working for The Army, Gail spent 10 years working at Guideposts, in Pawling, New York. She managed and expanded the prayer ministry there and then moved into the field of major gift fundraising.

Gail has spent her career working with volunteers and board members. Early in her career Gail worked for the YMCA in several locations. Her expertise is in program development and volunteer management. Gail did her thesis on Retention of Volunteers and received her Master's Degree from Mercy College in Dobbs Ferry, NY in 2000. In 2006 Gail completed a Certificate in Fundraising Management from The Fundraising School at Indiana University, and in 2011 she achieved the Certificate of Fundraising Executive (CFRE).

Gail has been a member of the Mid-Hudson Valley AFP Chapter since 2006. She served as co-chair of National Philanthropy for one year, and has served on the Chapter Board. Currently she serves on the Program Committee.

Gail has served as chair of Christ Church on Quaker Hill board twice and led a campaign to raise capital funds for the church. Gail has also raised money for the National MS Society through participating in The Challenge Walk 5 times, and the Green Mountain Getaway Bike Fundraiser the past 2 years.

Fundraising is not just a job for Gail, it is a passion. She gets great joy from raising significant dollars to make a positive impact on people lives.

Gail has led workshops at the past 2 NAOCs, teaches annually at the College for Officer Training, as well as leading workshops within the territory and for the Association of Professional Directors.