

For Immediate Release

March 9, 2021

774-480-4769

## **BAMSI HIRES PROVEN INNOVATIVE LEADER TO FOCUS ON FUNDRAISING AND MARKETING**

**BAMSI** is excited to welcome **Pamela Verklan** as BAMSI's new Vice President of Marketing, Philanthropy, and Communications. She has a proven track record as a non-profit fundraiser with extensive experience in marketing and communications.

Pam joins BAMSI with over ten years of non-profit fundraising and marketing and communications, including Senior Assistant Director of Annual Giving and Interim Director of the Bryant Fund at Bryant University in Smithfield, RI, and Parent Giving Officer at Brown University in Providence, RI.

"We are beyond excited to have Pam join our team," said BAMSI CEO Peter Evers. "BAMSI is such an amazing, diverse organization, and we look forward to Pam making us less of a well-kept secret."

Diversifying revenue by expanding BAMSI's base of support is critical to BAMSI's future. During her tenure at Bryant, Pam headed initiatives to tap into new donor networks and nurture existing donor relationships resulting in enhanced philanthropic support from a wide range of constituents. As a result, Pam oversaw several record-breaking giving days, including raising over \$1 million through digital efforts during COVID.

Pam is excited to apply her expertise about applying data-driven, behavioral science/ decision-making, and business psychology insights to maximize donor engagement to BAMSI. At Brown she managed comprehensive marketing and communication strategies geared at donor acquisition and retention, leveraging events, campaigns, and social media challenges to increase donations and donor engagement.

Pam holds a BS in Marketing from Johnson and Wales University and is currently pursuing an MS in Nonprofit Management. Pam enjoys spending time with her family and relaxing in Vermont, riding ATVs or snowmobiling.