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Janszen to Lead NextGen Business Development and Strategy

BERWYN, Pa. – Veteran fundraiser and marketer Jay Janszen will now lead business development and growth initiatives as Vice President of Business Strategy for Next Generation Fundraising, the Berwyn, Pa.-based direct marketing and consulting agency serving nonprofit organizations.

Janszen makes the move after having spent a year leading a newly-formed Client Services Division, where he oversaw NextGen’s account management, direct mail production and creative teams.

In the new role, Janszen will lead the company’s sales and marketing efforts and will work to form strategic alliances and advise the agency’s owners on various business initiatives and opportunities.

“Jay did some amazing work in just a short time to organize our Client Services and I am confident he will make an even greater impact in helping us grow our business, make smart decisions on new opportunities, and support our company’s vision and mission at a time when we and our clients need it most,” said Managing Partner and CEO Tim Oleary.

While serving as Vice President of Client Services, Janszen helped NextGen navigate some staffing transitions, create new personnel review processes and documents and assisted in the creation of a new employee handbook. He also helped streamline and improve communication across departments and among his team.

“After a year of focusing on the internal processes of NextGen, we are looking forward to Jay using his experience and knowledge of the nonprofit industry to help us look outward, identify new avenues of business and determine more ways we can serve clients,” said Managing Partner and COO Carol Leister.

Prior to NextGen, Janszen spent more than 12 years at Target Analytics, a division of Blackbaud, Inc., where he led sales and account management for its Public Broadcasting Business.

Janszen to Lead

As an award-winning Account Manager, Janszen helped reorganize the donorCentrics clients group and worked with internal teams to update reports to address changes in client programs. He also helped stations across the country further their mission through data analytics, predictive modeling, and insights into donor habits.

Janszen also spent a decade leading membership and development programs at public broadcasting stations, including CET Cincinnati, Wisconsin Public Television, and WNKU, where he was involved in fundraising management, membership direct marketing, special events, auction, corporate underwriting, and on-air fundraising.

With offices in Philadelphia and San Francisco, NextGen is the premier provider of direct response marketing and strategic fundraising services to mid-sized and regional nonprofit organizations. As a catalyst for change, NextGen helps its clients better connect with their supporters so they may raise the money necessary to deliver on their important missions. NextGen works with organizations in conservation, higher education, Veterans affairs, public media, human welfare, arts and culture, animal shelters, and more.

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