

## **Direct Response Solutions adds new Creative Director - September, 2007**

DRS is pleased to announce the appointment of M. Elizabeth (Liz) Brown as its Creative Director.

Liz's professional experience in fundraising and communications spans more than 20 years.

As a fundraising consultant in Palm Beach County, Florida she assisted clients in healthcare and social services with donor communications, annual appeals and membership development, events and the utilization and maintenance of donor and prospect tracking databases.

She was also the Director of Development Services for the Intracoastal Health Foundation, in West Palm Beach, Florida, a fundraising entity created to support two recently merged non-profit healthcare organizations - St. Mary's and Good Samaritan Hospitals. While there, she helped craft communications and cultivation goals and strategies during and after the merger.

Liz also worked in New York, NY with several nationally known non-profit fundraising organizations including the Paul Taylor Dance Company and the New York Zoological Society. Most recently she was Senior Account Manager for Development Solutions of New England (DSNE), a consulting firm headquartered in Sandwich, MA where she wrote appeals, grant proposals and cases for support for the Housing Assistance Corporation of Cape Cod, the Cape Cod Stranding Network and the National Marine Life Center.

At DRS, Liz executes and/or manages the entire creative process for client programs – from program strategy to direct mail package concept to package design and copy writing.