



**Giving
USA™**

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A public service initiative of The Giving Institute

L. Gregg Carlson

Chair, Giving USA Foundation

President, Carlson Fund Raising, LLC

gcarlson@carlson-fundraising.com



Gregg Carlson, with over 25 years of development counsel experience, is the president of Carlson Fund Raising, LLC, which provides integrated fundraising solutions.

Carlson began his career in 1985 with the major gift counsel firm CCS Fund Raising. Upon his departure from CCS, Carlson joined IDC- the firm which revolutionized donor acquisition through the PHONE/MAIL® Telecommunications Program – becoming IDC’s President in 1998. Working with a great team and a forward thinking group of clients, Carlson and his partners established IDC as the premier provider of donor acquisition services. In 2010, Carlson and his brother successfully sold their firm to Harris Connect, LLC, adding Internet and mobile solutions - providing a comprehensive suite of fundraising acquisition services.

Having partnered with over 150 nonprofit organizations and personally designed over 200 individual campaigns, Carlson’s focus is the art and science of systematically generating a “pipeline” of major and planned giving prospects.

Carlson is Chair of Giving USA Foundation – the definitive source on trends in US fundraising through its seminal annual report *Giving USA* – researched by the Indiana University Lilly Family School of Philanthropy at Indiana University. With the view that technology must be driven by the essential principles of fundraising, Carlson often is invited to discuss the cutting edge issues facing the field today.