

## • Andrea F. Schwartz •



Andrea Schwartz is CEO and President of **ads** Creative & Mailing Services Ltd.

Following graduation from *Georgetown University's School of Foreign Service* in 1975, Andrea embarked on a 20-year career working for nonprofits including National Young Judaea, Israel Tennis Centers Association, National UJA, State of Israel Bonds, Friends of the Israel Defense Forces (FIDF) and the Simon Wiesenthal Center. She was also founding director of the American Committee for the Beer-Sheva Foundation.

In 1994, she began working directly with several nonprofits and concurrently, became more involved in her family's lettershop and marketing business. Ultimately, she integrated all of these efforts under the **ads** umbrella, and became CEO and President in 1999.

Currently a member of the board of the NYC Chapter of the Association of Fundraising Professionals, she chairs the Members Only committee and sits on the Government Relations and PAC committees. A past board member of the Direct Marketing Fundraisers Association, Andrea offers the keen perspective of an accomplished professional who has worn two hats ... both as an on-the-ground fundraiser and as a valued service provider.

Andrea is a seasoned professional with extensive experience in fundraising and direct response marketing. She draws on her vast knowledge of strategic marketing, graphic design, database clean-up, copywriting, mailing list selection, production, sales/recruitment, and postal regulations to benefit her clients and a broad professional network of nonprofit colleagues.

Working with her clients and in her volunteer capacities, she crafts exciting, results-oriented packages and communications.

Andrea is truly passionate about her work, enthusiastic, resourceful, and chock-full of novel and exciting ideas.

*Andrea's approach integrates more than five decades of experience spanning the gamut of the direct response marketing industry.* And her experience as a hands-on fundraiser avails her unique insight into the special needs and requirements of nonprofits.

She shares these insights with her clients, and with other nonprofit professionals through her volunteer activities and her "Direct Mail Bootcamp" workshops. Last year, Andrea was also co-chair of the Workshop Track at Fundraising Day in New York/2017.



**ads** Creative & Mailing Services Ltd. is a 57-year-strong, family owned, full-service direct response marketing concern founded in 1962 by industry pioneers Frank and Anita Schwartz.

