



Maureen D. Donnelly, Director

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Maureen Donnelly has worn many hats in higher education – as an academic administrator, an advisor, a development officer, and an alumni relations director – before finding her “home” in stewardship and donor relations. Taking valuable experience from each of her positions, in institutions ranging from a small liberal arts college to large teaching and research universities, Maureen has developed expertise in designing programs that utilize creative strategies and approaches, and building working relationships that engage and motivate others toward common goals.

In 2008, Maureen joined Boston University to direct a newly combined Stewardship and Donor Relations team in the central Development and Alumni Relations Office. She oversees a team of five that ensures leadership gifts are accepted, designated, and used as intended; writes/approves gift intentions and fund agreements; produces presidential, vice-presidential, and memorial gift acknowledgements, congratulatory letters for professional advancement, and other senior level correspondence; prepares scholarship, fellowship, professorship and other endowment fund reports; designs appropriate donor recognition venues; and implements events to bring donors together with their beneficiaries. The Stewardship and Donor Relations team at BU works closely with the fundraising staff to enhance stewardship/ cultivation moves and custom stewardship materials for high end donors. Overall, the team’s goal is to strengthen the relationship between the University and its philanthropic partners through activities and communications that convey the impact of support and inspire interest and inclination toward future giving.

Prior to this Maureen served as Associate Director of Stewardship at Massachusetts Institute of Technology (MIT), where she similarly developed and managed an expanded SDR program, and in a number of academic, development, and alumni roles at Emmanuel College.

A lifelong native of Massachusetts and a clinically trained social worker, Maureen earned a bachelor’s degree in psychology from Emmanuel College and an MSW from Simmons College School of Social Work. She is a Directors and Finance Chair for the Association of Donor Relations Professionals, is a frequent presenter for ADRP, CASE and AFP, and was co-chair of the 2008 CASE Donor Relations Conference in Boston.