

FRASER GREEN

Fraser Green is unique in North America with respect to his combined expertise in market research and philanthropy. He is a self-confessed 'market research freak' who believes that donors, prospects and members have so much more to tell us if we simply ask them thoughtfully and appropriately.

Fraser is a Principal at FLA Group, one of Canada's leading fundraising consulting agencies. At FLA, Fraser's focus is on charitable branding strategy, donor research and legacy giving. Prior to joining FLA in 1996, Fraser was CEO of the New Democratic Party of Canada, Special Assistant to Ontario Premier Bob Rae and Director of Organization for the Ontario NDP.

Fraser has lived in 8 of Canada's 13 provinces and territories.

Fraser is a gifted writer and a sought after public speaker. He presents regularly at fundraising conferences in Canada, the USA and Europe. His articles and contrarian rants (as he calls them) are frequently published in professional journals. Fraser is the co-author of 'Iceberg Philanthropy' (2007), and a contributing author of 'Philanthropy in Seven Words' (to be published early in 2010). His next book is a state secret.

Fraser has a BA in Economics from St. Mary's University in Halifax and did his graduate studies in Social Policy and Administration at Carleton University in Ottawa.

In his spare time, Fraser is passionate about his guitars and banjo, kayaking, yoga, cross-country skiing, cycling, reading and talking too much. The new love of his life is a chocolate Labrador puppy named 'Oonagh' (rhymes with tuna).

Fraser and his spouse Jennifer live with their two boys in a log house outside Ottawa. His daughter is completing a BA in political science at UBC and is just about ready to change the world. The apple doesn't fall far from the tree.