



Ali Abercrombie, Director of Advancement Services

Ali Abercrombie is a Campaign Director and Director of Advancement Services with Coxe Curry & Associates. In this role, she uses her extensive communications and fundraising experience to help clients improve their fundraising capabilities and plan and execute successful fundraising campaigns, as well as leads the firm's campaign communications, research, and database departments.

Her consulting experience includes providing campaign direction services for such clients as The Atlanta Opera, Berry College, Brenau University, Childkind, Columbia Theological Seminary, Community Foundation for Greater Atlanta, Cox Family Enterprise Center at Kennesaw State University, Georgia Perimeter College, Heart for Africa, King University, Morehouse School of Medicine, Oglethorpe University, Piedmont College, The Salvation Army, the Southeastern Brain Tumor Foundation, Spelman College, Skyland Trail and Year Up Atlanta.

Prior to joining Coxe Curry, Ali served as Assistant Vice President and Campaign Director at Baylor University. In that position she was a member of the development division's senior leadership team, overseeing campaigns, strategy and communications, special events, annual giving, donor relations and prospect management and research. She also worked closely with the Development Committee of the University's Board of Regents and managed the University's campaign volunteers. Her campaign experience includes spearheading the internal assessment and feasibility studies for university campaigns, including the President's Scholarship Initiative, a \$100 million campaign for endowed scholarships, as well as planning and testing a \$1.2 billion campaign. In addition, she was actively involved in numerous capital campaigns and the \$500 million *Campaign for Greatness* during Baylor's most prolific building era.

Ali received her bachelor's and master's degrees from Baylor University. She has been active with the Association of Fundraising Professionals, Council for the Advancement and Support of Education, Public Relations Society of America, and the Junior League. She has received numerous CASE and ADDY Awards.

Ali is married to Eric Abercrombie, who works in Public Affairs and Communications at Georgia-Pacific, and they have three children.

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