



### **Grant Cassidy**

For 19 years Grant Cassidy has held Leadership positions in Fundraising, Public Relations and Communications in World Vision International. He began in Canada, the country of his birth. After 10 years there as Marketing Director and then VP, he moves to Asia. For nearly 10 years he has worked in the Asia Pacific Region developing Marketing capacity in new offices. This included 2 years as acting Marketing Director in India and many consultations to build World Vision in the Philippines.

Mr. Cassidy has also worked in the Netherlands and Switzerland as Marketing Director.

The areas of emphasis have included Donor Retention and Cultivation, Direct Response Marketing and Transforming Supporters into Advocates. He is a frequent consultant on Donor Retention strategies.

During his time in Asia he has worked developing marketing strategies in the Philippines, India, Indonesia, Japan and Thailand. He has also worked extensively in developing strategies to launch new offices.

Mr. Cassidy believes keeping donors and growing donors is the key to an NGO's success.