

## The Tricky Trends of Fundraising in 2025 and Beyond

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### About the Speaker



**Ann Snyder**

**Ann Snyder** is an Independent School External Affairs Consultant, working with boards and senior leadership to help schools achieve their advancement, enrollment, and marketing goals. Prior to launching this role, Ann was the Senior Director of Engagement at CASE, Council for Advancement and Support of Education, where she served as the industry insider, expert, and thought-leader for schools globally. Ann's professional speaking and facilitation engagements in addition to CASE have included events for the National Association of Independent Schools (NAIS), National Business Officers Association (NBOA), the Canadian Association of Independent Schools (CAIS), Institute of Development Professionals in Education (IDPE), the Association of American Schools in South America (AMISA), and regional associations throughout the United States.

Prior to joining CASE, Ann was Director of External Affairs at Stuart Hall School in Virginia. With nearly 20 years of experience in student and family marketing, advancement, enrollment, financial aid, and external affairs, Ann is a seasoned school leader and industry expert. Working with hundreds of schools over the past decade, Ann has a proven track record of coaching schools to meet ambitious goals. In her time at Stuart Hall, she brought a corporate sensibility and entrepreneurial mindset to increase revenue by nearly 20% in her first three years, further the school's mission, streamline the school's external offices, manage and direct international enrollment and fundraising strategy, and develop strategy for the school's first significant marketing and campaign efforts.