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**Erica Waasdorp** is President of A Direct Solution, located on Cape Cod, Massachusetts.  Erica lives and breathes direct response and fundraising and can be considered a Philanthropyholic.

She works with non-profit clients all over the country as well as internationally, helping them with their appeals and monthly giving. She is also the former US Ambassador for the International Fundraising Congress (IFC), [www.resource-alliance.org](http://www.resource-alliance.org)

Erica Waasdorp published one of the very few books on monthly giving, called ***Monthly Giving. The Sleeping Giant***. She created the Monthly Donor Road Map and several e-books to include the *Top 7 Questions about Monthly Giving* and the *Monthly Donor Retention Play-Book*. She also co-authored the DonorPerfect Monthly Giving Starter and Marketing Kits.

Erica regularly blogs and presents in person and via webinars on appeals, direct mail and monthly giving.

Erica is a Master Trainer for the Association of Fundraising Professionals (AFP) and she is currently working on her next book ***On the Road to Monthly Donor Success in One Hour or Less!***

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