



ERIN PESHOFF FOUNDER



Erin Peshoff has built her career from inside every seat in the nonprofit sector. She started her career in advancement in 1998, and over the next two+ decades she raised more than \$100 million for organizations across the country. That fundraising background is the foundation of the work she does now. She knows what it costs when operations cannot keep up with ambition, because she has sat on both sides of that gap.

At Graham-Pelton Consulting, she spent six years building the analytics and advancement services line of business into a function that made repeatable, data-driven growth possible for dozens of organizations, creating toolkits and systems that became revenue lines of their own. That work is where a belief took hold that has stayed with her since: sustainable growth depends on the infrastructure underneath it.

At the Alpha Chi Omega Foundation, she became the first Chief Development Officer in the foundation's history, brought in specifically to build out a sustainable fundraising program. At CharityEngine, she designed the company's first Customer Experience department from scratch and cut client onboarding from six months to ninety days. And at boodleAI, she built and scaled the customer success function and drove a 53% year-over-year increase in client engagement and retention.

In 2018, she founded For Good Partnership and turned what she had already been doing for years into a formal practice: an embedded strategist for organizations that needed to build systems they could own.

Vivid Operational Advisors is where that experience became the practice. Erin brings a fundraiser's eye to every engagement, the same eye that has always come first: find what is not working and edit it before building anything new.