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Delaware Nature Society Names New Associate Director of Development and Marketing

Elizabeth Dougherty has joined the Delaware Nature Society in the role of associate director of development and marketing. She is responsible for overseeing all aspects of fundraising, membership, marketing, volunteering and public relations.

Dougherty has been involved in fundraising for more than 10 years and has worked for a number of non-profit organizations, including Meals on Wheels and Produce for Better Health Foundation. Most recently, she was vice president of development and marketing for Planned Parenthood of Delaware. While in that position, she received her Certified Fund Raising Executive (CFRE) credentials.

Dougherty also has experience in marketing communications, first at DMB&B Advertising in New York City and later at Lyons Marketing & Communications in Wilmington. She is currently a member of the Association of Fundraising Professionals and is a board member of the Delaware Center for Horticulture.

"I am delighted that Elizabeth Dougherty has joined the staff of the Delaware Nature Society," says Mike Riska, executive director. "She brings considerable development and marketing experience and already has hit the ground running."

"Delaware Nature Society is the state's preeminent environmental nonprofit," notes Dougherty. "It's exciting to be a part of such a well-recognized organization that has taken a leadership role in environmental education, conservation and advocacy."

Dougherty resides in Hockessin with her husband, Michael, and their two children. Her husband's kitchen design company, Craft-Way, is currently installing a commercial-grade kitchen at Coverdale Farm Preserve. This will allow the preserve to expand its popular nutrition education programs for school groups and the general public.

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