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Results Group

Fundraising Results for Culture and Causes

Claudia Chouinard Brink Founder and Principal Consultant

Claudia Chouinard Brink, President of Chouinard & Company and then founder of Results Group in 1995, is an expert with a long track record of success in constituency-based marketing and fund-raising with specializations in long-range income planning, organizational development, campaign creation and execution, major gifts and diversifying income sources.

As a consultant, Ms. Chouinard has worked closely with senior leaderships to achieve higher income from limited investments and to develop success strategies geared to today's competitive marketplace, both for annual funds and for campaigns. Current and recent planning and counsel clients include a \$6 million campaign for Saint Mary The Virgin Episcopal Church in Manhattan, \$9 million campaigns for both Hawaii Public Radio and WSHU Public Radio in CT, a \$20 million campaign for KCRW Public Radio in CA, a \$60 million campaign for Prospect Park Alliance in Brooklyn, and a \$3 million campaign for the New York Youth Symphony. In addition, over more than 15 years, Results Group consultants have helped more than 50 public broadcasting clients to launch and enhance major giving programs and to fulfill initiatives, building new fund raising capacities. Other capacity-building clients include Youth INC, the Ford, Mellon and Bush Foundations, environmental causes including National Audubon Society, global nonprofits including the Association of Junior Leagues International and the Royal Shakespeare Company, and scores of cultural institutions including the Metropolitan Museum of Art, Manhattan Theatre Club, New York City Ballet, New York City Opera and the Wolf Trap Performing Arts Center.

As a staff member, Ms. Chouinard joined the Metropolitan Opera as part of a new leadership team which reversed a 10-year decline in income and increased earned income from \$10 million to \$40 million annually for the New York season alone while launching new campaigns as well for 8 national tour venues. During her tenure, annual campaigns were also inaugurated for American Ballet Theatre's ongoing seasons at the Met and for annual international bookings of music and dance events. Such successful fundraising programs as the direct mail Raffle, the radio phoneathon Marathon, the open house Bazaar and the direct mail Historic Broadcast Album premium program were launched during her tenure, and a 3-year special audience initiative for 20th Century opera was successfully completed.

At the San Francisco Opera, Ms. Chouinard doubled sales for a problem season, served as Marketing Chair for a citywide arts festival and took responsibility for \$9 million in annual income. She returned to the Opera as a consultant two years later to take full charge of the extraordinary demands of a Wagner Ring Cycle season, for which her international, national and local campaigns sold out the entire season in just four weeks.

Ms. Chouinard has served as panelist for the Ford Foundation, the NY State Council on the Arts, the NJ State Arts Council and the National Endowment for the Arts. She has served as faculty for the Master's Degree programs in Arts Administration at New York University, Columbia University and Brooklyn College in addition to presenting seminars and workshops. She holds a Bachelor of Arts degree with honors from Brandeis University and a Master's Degree in Nonprofit Administration from U.C.L.A. She has served as Steering Committee member of the American Express National Arts Marketing Project, as Board member for Women in Development New York and the Direct Marketing Fundraising Association, and as track chair for Fund Raising Day in New York for the Association of Fundraising Professionals