

Speaker Biography

Gail Cookson

WPN Chameleon Fundraising Director



Gail has specialised in fundraising as a client, trustee, consultant and agency director for over 30 years. She has been a Director of WPN Chameleon, a direct and digital agency in London for the past 15 years.

She started in fundraising at Help the Aged, responsible for donor recruitment, development and legacies. A brief stint at a direct marketing agency was followed by a five-year period as an independent consultant. She worked with a variety of charities including Friends of the Earth, Crusaid and The National Osteoporosis Society.

She joined WWAV Rapp Collins in 1995. During that time, she worked on most of their major fundraising accounts including Oxfam, Imperial Cancer Research Fund and RSPCA. In 2002 she took on the interim role of Chief Executive at Crusaid, the national fundraiser for HIV and AIDS.

At WPN Chameleon, she advises a mix of charity clients including Princess Alice Hospice. An acknowledged expert in DRTV, she has successfully helped many clients use this channel to recruit new supporters. She is also very experienced in legacy marketing. She is a member of the Institute of Fundraising and has spoken on individual giving at several major fundraising conferences both in UK and abroad.