

PDXbizwomen  
COALITION

MEMBER PROFILE

LANI FAITH

## DIRECTOR OF CAMPAIGN STRATEGY AND ENGAGEMENT, DOUGY CENTER



BizWomen Coalition member Lani Faith is the Director of Campaign Strategy and Engagement for Dougy Center, a world-renowned organization supporting children and families who are grieving before and after a death. Her professional journey, which began after earning a Master's Degree in Marriage and Family Therapy, pivoted towards fundraising with a desire to drive individual and community change. With a leadership role in previous campaigns at Bridge Meadows and the Patricia Reser Center for the Arts, Lani's dedication to Dougy Center continues her mission.

At the heart of her strategy is the profound belief in the power of stories. "Stories can heal, inspire, and ignite passion for our work," Lani says. This sentiment is a cornerstone in her fundraising methodology, which she says is like the role of an orchestra conductor – with each individual in the organization

contributing to a harmonious cause. Her professional career, punctuated by impactful mentorships along the way, has instilled in her the significance of embracing one's identity and personal story. These invaluable lessons have sharpened her self-awareness and the tenacity to challenge societal norms, especially as a woman in the fundraising field.

Lani's wisdom for emerging female professionals is both profound and practical. "Cultivate relationships across generational divides," she advises, emphasizing the enriched perspectives garnered from cultivating relationships with people who are both younger and older than we are.

In addition, Lani reminds women that their stories matter. She says, "Don't let anyone steal your dreams or your thunder. Listen well. Use your voice. Write what you know. Speak what you believe."

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