



Robin C. Good, Editor of the *Hub*

Director, Donor Relations
Lahey Clinic Medical Center
Burlington, Massachusetts

robin.c.good@lahey.org

Robin has founded and led Donor Relations programs at Merrimack College and at Lahey Clinic Medical Center. She is a former board member of the Association of Donor Relations Professionals (ADRP), 2008 recipient of the ADRP Volunteer Service Award, and currently is the editor of ADRP's best practices e-newsletter, the *Hub*.

As an award-winning communications and marketing expert, Robin's work has been recognized by the Council for the Advancement and Support of Education, the New England Stewardship Group, the New England Society for Healthcare Communications, Healthcare Advertising Awards, and Service Industry Advertising Awards.

Robin enthusiastically enjoys learning/sharing best practices with fellow professionals and has conducted focus groups, led workshops, organized conference tracks, or presented sessions on a wide-range of donor-centric fund raising, donor relations, prospect research and management, and stewardship topics for the Association of American Medical Colleges, Association of Donor Relations Professionals, Association of Fundraising Professionals, Council for the Advancement and Support of Education, New England Development Research Association, New England Stewardship Group, and the New England Association of Healthcare Philanthropy.

Robin's career in external relations has afforded her the privilege of working to further the missions of several fine institutions including the Smithsonian Institution, the University of Virginia, the Woods Hole Oceanographic Institution, Brown University, UMass Lowell, Merrimack College, and the Discovery Museums. She prepared for this career path by studying ancient and medieval history at the undergraduate and graduate levels at Smith College and the University of Virginia. Robin occasionally adds Latin phrases to donor recognition plaques and presentation items, if she thinks she can get away with it.