



## **Mark Phillips**

**Owner**

**Bluefrog Fundraising Ltd**

Mark Phillips runs Bluefrog Fundraising, the acclaimed fundraising creative agency he founded in 1997 with the goal of it being the agency he would want to employ. Mark has a BA in development studies from the University of East Anglia, which was where he got the advice to get a job in charity marketing. He then received an MSc from Manchester University in management science. This led to a first job at ActionAid, and then seven years as head of fundraising at YMCA. Mark is one of the global fundraising profession's most in-demand conference presenters, particularly on Bluefrog's research into the motivations, attitudes, and behaviours of mid-value donors. He shares his ideas and findings on [sofii.org](https://www.sofii.org) and through his blog, [queerideas.co.uk](https://www.queerideas.co.uk).

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