Chris Maddocks Joins Avalon as Senior Vice President of Digital

Senior nonprofit and agency executive brings broad experience across fundraising, marketing, and digital strategy to lead Avalon Digital.



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WASHINGTON, DC, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Avalon Consulting Group today announced that Chris Maddocks has joined the agency as Senior Vice President of Digital, leading Avalon Digital and bringing a broad perspective shaped by more than two decades across nonprofit leadership, fundraising, marketing, communications, brand, digital strategy, and agency services.

Most recently, Maddocks served as Head of Integrated Strategy at Blue State, where he partnered with major global causes on brand, communications, fundraising, organizational transformation, and the strategic application of AI.

At Avalon, Maddocks will lead an established digital practice that combines strategy, creative, media, technology, data, and analytics to help nonprofit organizations acquire, engage, and grow relationships with supporters. His breadth of experience allows him to approach digital fundraising within the context of the full constituent experience, rather than as a collection of individual channels or tactics.

“Digital is not a channel sitting alongside the rest of fundraising anymore. It is fundamental to how donors discover organizations, build relationships with them and choose to act,” said

> Chris knows what it means to sit on both sides of the table. He understands the pressure nonprofit leaders are under to raise more, reach new audiences, and make smart decisions about how they invest."
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> *Allison Porter, founder and president of Avalon*

Michael Peterman, CEO of VeraData Holdings. "Chris understands that at a very sophisticated level. Bringing him to Avalon is an important expansion of the talent, technology, capabilities, and excellence our clients have come to expect."

Maddocks has held senior leadership positions on both the agency and nonprofit sides of the sector. He served as Chief Marketing and Communications Officer at March of Dimes, held leadership roles at UNICEF USA, and spent more than six years at Boston Children's Hospital. He also served as Managing Director of Seed Global Health, leading global marketing, communications, media, and private-sector engagement.

That combination of agency and nonprofit experience was particularly important to Avalon.

"Chris knows what it means to sit on both sides of the table," said Allison Porter, founder and president of Avalon Consulting Group. "He understands the pressure nonprofit leaders are under to raise more, reach new audiences, and make smart decisions about where they invest. Just as importantly, he understands that behind every click, conversion, and data point is a person choosing to support a mission. That combination of digital expertise, strategic thinking, and respect for the donor makes him an exceptional fit for Avalon."

Under Maddocks' leadership, Avalon Digital will continue its work across paid media, email, search, social, programmatic media, digital acquisition, website fundraising optimization, texting, audience strategy, testing, and cross-channel donor engagement. The practice also draws on the VeraData enterprise's data science, predictive modeling, analytics, and technology infrastructure to create more personalized and measurable donor experiences.

"I've spent my career working with organizations tackling some of the world's biggest challenges, and I believe deeply in the role integrated marketing and fundraising can play in helping them grow their impact," Maddocks said. "Avalon has an extraordinary combination of nonprofit expertise, strong client relationships and increasingly sophisticated data and technology. At the moment when fundraising is changing rapidly, I'm excited to build on Avalon's strong foundation and shape what comes next."

Maddocks' appointment brings additional senior leadership and perspective to Avalon as the agency continues to build an integrated approach to fundraising and marketing centered on the complete donor and constituent experience.

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About Avalon Consulting Group
Avalon Consulting Group is a full-service fundraising and marketing agency serving nonprofit organizations with strategy, creative, direct response, digital, analytics, and integrated campaign expertise. As part of the VeraData enterprise, Avalon helps nonprofits build stronger donor relationships, improve fundraising performance, and advance their missions. For more information, visit AvalonConsulting.net.

About VeraData Holdings
VeraData Holdings is a data-driven constituent experience management enterprise helping mission-driven organizations achieve accelerated growth through integrated supporter experiences across platforms, channels, and devices. Through its agencies and technology infrastructure, VeraData brings together strategy, creative, media, production, data, analytics, and artificial intelligence to help nonprofit organizations deepen relationships and grow fundraising performance. For more information, visit VeraData.com.

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