

Kim Cunningham
President and Founder, Nonprofit Boom



In 2007, Kim Cunningham founded Cunningham Strategic Communications, which has recently been re-branded as Nonprofit Boom. The nonprofit industry is booming – and we make sure your organization doesn't miss its chance at the amazing opportunities out there!

Nonprofit Boom focuses on leadership training for growing nonprofits and is based on the many years of experience Kim has had with various organizations. She has served in management roles within organizations and led strategic planning sessions, board retreats and seen the issues that are most important to growing associations. For example, having served as the first-time Executive Director for many organizations, she has witnessed the growing pains an association has when bringing on its first staff member. One of the leadership training sessions she has available is focused on this situation and helps make this a successful, seamless transition.



Kim Cunningham has worked within healthcare since 1999, focusing on rare disorders, and also working within aviation, pet, travel industries. She served as the Director of Public Relations and Managing Director of Development for the American Medical Student Association. Kim managed the overall public relations program and the fundraising initiatives for the 67,000 member organization. She helped launch the extremely successful PharmFree Campaign, a national effort to promote evidence-based prescribing and ethical interactions between the medical profession and the pharmaceutical industry. The campaign won the 2009 *Associations Advance America (AAA) Award of Excellence*, sponsored by the American Society of Association Executives & The Center for Association Leadership.

Kim worked in the American Heart Association's Office of Public Advocacy as Communication Manager. She initiated relationships with key media, designed collateral materials to support advocacy initiatives and activities, and identified and prepared AHA spokespeople, including volunteers and Association leadership, to speak effectively to the media about advocacy issues.



Her career started at an independent public relations agency, where she helped execute a national PR campaign to introduce the first home automated external defibrillator. This campaign won several prestigious industry awards, including a Communicator Crystal Award, a Silver SABRE, and a Bronze Anvil. At the time, she also consulted for the Alzheimer's Association in Massachusetts on a pro-bono basis. Kim worked as a Capitol Hill intern throughout her college career where she focused on communications for her Member of Congress as well as the House Committee on Rules. She graduated from American University in Washington, D.C. with a B.A. in public communication.