

Michael Boersma

Michael Boersma is the Director of Prospect Development, Research and Analysis for the Advocate Charitable Foundation, which supports Advocate Health Care, a 12 acute-care hospital system that is the largest of its kind in Illinois. Michael manages a comprehensive prospect development program that features a framework for data-driven planning and accountability throughout the fundraising process. In his role, Michael is responsible for developing the Advocate donor universe through donor acquisition, renewal and upgrading; and managing the flow of major gift prospects from this universe to Foundation senior leadership, major gifts and gift planning teams. He also provides creative oversight of the Advocate direct marketing and employee giving campaigns, as well as its prospect research function. Michael oversees a Manager of Prospect Development and Analysis, and a Manager of Prospect Research. Before Michael joined Advocate in 2001, he had developed science exhibits and supported fundraising for the Museum of Science and Industry, Chicago. Michael has a Bachelor's Degree in Science Journalism from Iowa State University and a Master's Degree in the History of Science from the University of Wisconsin-Madison. He has been a member of AFP Chicago and AFP International since 1997, and a member of the AFP Chicago Board of Directors since 2012, serving on its Government Relations, Ethics and Program Committees.