



Alison Mercer got her start in fundraising as a University of Georgia student caller. After graduating from UGA with a psychology degree in 2006, she joined Ruffalo Noel Levitz full-time and managed calling programs for Case Western Reserve University, Baldwin-Wallace College, and the first contracted call center at Georgia State University. Since then she has led the annual giving campaigns at both Georgia State University and the U.S. Air Force Academy, and has managed the recurring gift program and led data analysis projects at the University of Georgia. When she's not working, Alison enjoys running, hiking, reading, and volunteering for Georgia Animal Rights and Protection. Alison is married to Kevin, and they're both excited to move back home to Atlanta with their two rescue fur-kids, Dali and Scotch.