



Holly Greatrex, CFRE

Holly Greatrex, CFRE, is a proud Carleton University alumna and the Director of Personal and Planned Giving at Carleton. With more than 20 years of experience in fundraising and advancement, she brings deep expertise in donor engagement, strategic planning, and philanthropic advising. In her role, Holly leads the development and execution of Carleton's planned giving program, overseeing strategic marketing and fundraising initiatives. She is responsible for the design and delivery of Giving Insight, Carleton's planned giving newsletter, as well as other innovative lead-generation tools that support long-term philanthropic growth. Holly works closely with donors to create personalized gift plans that align with their philanthropic vision while optimizing financial and tax benefits. Her approach combines thoughtful relationship-building with strategic insight, helping donors make meaningful, lasting contributions to the university's future.