



Meet the facilitator

Maisa Lopes Gomes, MFIA

Head of Digital Fundraising

Head of Digital Fundraising at Cerebral Palsy Alliance and tutor at FIA, Maisa is an award-winning fundraising leader known for combining courage, tech innovation, and purpose with financial growth. She drives digital transformation across campaigns like Steptember and was one of the pioneers in Australia to successfully integrate digital into Gifts in Wills fundraising, earning national recognition with an FIA Award.

Maisa has trained hundreds of fundraisers in digital fundraising, data-led storytelling, and supporter journey design. Deeply committed to knowledge sharing that reflects shared values and builds trust, she empowers fundraisers to lead with integrity, creativity, and ambition.

A Fellow of the Fundraising Institute Australia since 2023, Maisa also contributes her expertise as a member of the Advisory Committee to the Board for Bush Heritage and serves on the Benchmarking Project Advisory Panel.