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For Immediate Release

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### **The American Fraternal Alliance Announces New Director**

**UNITED STATES** — On November 21, the American Fraternal Alliance hired Kate Chillinsky as Director of Member Engagement & Communications. In this role, Chillinsky will work to increase engagement of members with each other, industry leaders and various stakeholders, while articulating the Alliance’s value. She will work closely with the CEO and Managing Director to champion the excellent work of fraternal benefit societies across the country.

Chillinsky is no stranger to the industry. She spent the past five years at a fraternal benefit society, first as Marketing Manager and then serving as Vice President of Membership & Communications. She led a rebranding campaign that modernized the society’s logo, website, and digital content, collaborated on innovative strategies and tools, and developed sustainable practices for membership structure and growth. Prior to that, Chillinsky launched her career in local television news. She worked at news affiliates in Columbus, Ohio and Pittsburgh, Pennsylvania, in various roles concentrated on writing, promotions and social media. Her passion for storytelling paired with her leadership experience align well with the Alliance’s mission to advance the fraternal benefit society movement.

“Kate brings a unique set of skills to our association,” said Allison Koppel, Alliance CEO. “She knows firsthand the challenges that face smaller insurers. This understanding combined with her background in media, marketing and communications will help the Alliance support our societies and highlight with new energy their impact through financial security and community service.”

She holds a bachelor’s degree in Broadcast Journalism from Ohio University in Athens, Ohio. She is a member of Together Digital and received her Lean Six Sigma Green Belt designation in 2021.

Chillinsky commented, “I am excited to make this transition to the Alliance to use my experience to better serve our societies. I look forward to elevating the fraternal value of serving others while promoting financial security.”

*United in service and financial security*

**For membership, business, or press inquiries, please contact: [info@fraternalalliance.org](mailto:info@fraternalalliance.org)**

***About the American Fraternal Alliance***

*The American Fraternal Alliance promotes and supports the missions of its 50+ not-for-profit fraternal benefit society members operating in 50 states, the District of Columbia and Canada. Fraternal benefit societies are a different kind of life insurance provider, securing members' futures through reliable financial service offerings, and giving back to their local communities through meaningful volunteer activities. Alliance member societies represent nearly eight million individuals, making it one of America's largest member-based volunteer networks.*

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