



MARCI BRADLEY CONSULTING
speaking kit



so nice to meet you

Hey. I'm Marci, the founder of Marci Bradley Consulting. Here's a quick, handy recap of what I do (and who for!)

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- I work in nonprofit fundraising.
- I'm most known for helping nonprofit fundraisers with a clear action plan and the coaching/consulting they need to maximize their philanthropic efforts and increase their impact.
- The folks I can help the most are nonprofit fundraisers, founders, and executive directors.
- I speak about how to simplify fundraising to help audiences raise more money for the causes they love.
- My most valuable solution for that is the How to Succeed as a Small Shop Fundraising Team keynote - where I speak about how to build momentum and achieve your fundraising goals as a small shop fundraising team.
- I have spoken at events and in online educational content with the Association of Fundraising Professionals, Dudley DeBosier Leadership Academy, and RestoreGlobal.



THANK YOU SO MUCH!

Marci Bradley

CONTACT INFORMATION

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WORKSHOP - ANNUAL FUND

How to Succeed as a Small Shop Fundraising Team

Do you have a small team? Are you feeling overwhelmed with fundraising?

From fundraising strategy to donor engagement tips, Marci will share real-world experience and will leave you with a list of action steps to help you build momentum and achieve your fundraising goals as a small shop fundraising team.

You will learn:

- What fundraising systems are essential
- How to assess if you have the essential fundraising systems you need
- Resources to help with creating systems that are right for you

This workshop is perfect for nonprofit fundraisers and executive directors of small fundraising teams who are tired of the fundraising hamster wheel and ready to take their fundraising to the next level.



WORKSHOP - BOARD ENGAGEMENT

Empowering Your Board in Fundraising Success

Unlock the full potential of your organization's fundraising initiatives by arming your board members with the knowledge and skills needed to make a lasting impact. In this dynamic workshop, we will delve into the pivotal role that boards play in fundraising and provide participants with best practices and actionable strategies to effectively engage board members.

You will learn:

- Discuss the pivotal role of the board in fundraising efforts
- Best practices for involving board members in fundraising
- Outline actionable strategies to engage board members effectively

Whether you're a nonprofit executive, a board member, a fundraising professional, or someone passionate about making a difference, this workshop is designed to empower you with the knowledge and tools needed to maximize the impact of your organization's fundraising efforts.



WORKSHOP - EVENTS

Purposeful Events—Move from Transaction to Transformation

It's time to solve your biggest problem surrounding special events - an experience that engages attendees and inspires action.

You will learn:

- Best practices for planning a fundraising event with a purpose
- How to engage event attendees
- How to convert attendees into loyal donors

If you want to plan more memorable events that will connect attendees to your mission and leave them wanting more, then this workshop is for you.



WORKSHOP - MAJOR GIFTS Making the Ask with Confidence

We get it - asking for money can be weird and often difficult the first time you ask. But it doesn't need to be and if you're doing it right, the ask should be the easiest part of the job.

You will learn:

- What are the key components of a successful ask
- How do you ensure you are asking for the right thing
- How to frame your ask
- How to build rapport with a potential supporter
- What to do after making the ask

This workshop is perfect for nonprofit staff, executive directors, and board members who participate or are interested in learning more about fundraising.

If you are ready to uncover why it's difficult to ask, common mistakes and assumptions made during the process, and discover ways to overcome your fear of asking, then this workshop is for you!



AFP PROFESSIONAL DEVELOPMENT WORKSHOPS Fundamentals in Fundraising, CFRE Refresher, and Donor Retention

Marci Bradley, CFRE, received the Association of Fundraising Professionals' Certified Facilitator certification at the Faculty Training Academy in Arlington, Virginia in November 2023. This two-day program by the Association of Fundraising Professionals (AFP) equips experienced instructors with advanced skills in adult education, ensuring quality teaching for AFP's professional development programs.

As a Certified Facilitator, Marci will instruct AFP's Fundamentals in Fundraising, CFRE Refresher, and Donor Retention courses. There are only 5 Master Trainers in Louisiana and fewer than 200 worldwide. To qualify, candidates must have extensive nonprofit experience, and comprehensive fundraising knowledge, engage in ongoing education, maintain AFP membership, and hold the CFRE credential.

testimonials

WHAT CLIENTS ARE SAYING...

"As a result of Marci's guidance, our fundraising team is now in a position to sustainably build and maintain relationships with our donors and reach all of our development goals. With our newly minted fundraising systems as a foundation, we will be able to spend more time and energy focusing on growing our mission. Marci's passion for supporting her clients' missions shines through in all of her work. If you are looking for someone who is genuine, patient, friendly, and a true expert at her craft, I sincerely recommend Marci Bradley Consulting."

MICHAEL PUND, NO LIMIT GENERATION

"Marci gets results. She's a great communicator, she's kind, she's professional, and she is teamwork oriented. Everything from her onboarding process to sending meeting notes are delivered on time and with quality. Marci is open to feedback and ideas of ways to improve or adjust. Her focus is on the team and improving our outcomes. We look forward to continuing to work and grow with Marci Bradley Consulting."

CASEY PHILLIPS, THE WALLS PROJECT

"Marci Bradley Consulting equipped our organization with the tools we needed to come out of a difficult and unforeseen period (COVID) and get back on track with development and fundraising. We have a framework for success because of our work together."

ANGELA SCHAFFER, FUND FOR
EDUCATION ABROAD



BIOGRAPHY

Marci Bradley

Marci Bradley, CFRE is a fundraising consultant and strategist. She brings nearly a decade of fundraising experience with a wide variety of nonprofit organizations including health and human services, youth development, and higher education institutions around the United States, resulting in over \$9M raised in philanthropy. Through her years of experience, she has developed a unique skill set in nonprofit operations, fund development, event planning, and grant-making. Marci has been licensed as a Certified Fund Raising Executive since 2019 and a Certified Facilitator with the Association of Fundraising Professionals since 2023.

She holds a bachelor's degree in business marketing from Southeastern Louisiana University, a Master of Art in Philanthropy and Development from St. Mary's University of Minnesota, and is a graduate of the Baton Rouge Area Foundation's Development Fellows program.

In her free time, she enjoys running, going on adventures with her husband, Jonathan, and her two rescue dogs, and cooking up new recipes in the kitchen. She's also an active member of the Association of Fundraising Professionals and a volunteer at several nonprofits in the Baton Rouge community, including Girls on the Run South Louisiana and Junior League of Baton Rouge.

She is open to opportunities to speak or write about nonprofit fundraising, board engagement, donor relations, events, and life as a nonprofit consultant.