



*Karla A. Williams*, MA, ACFRE

*Creating Environments for Philanthropy to Flourish*

## KARLA A. WILLIAMS BIO

### LEADERSHIP:

Karla A. Williams is an accomplished organizational consultant with 40+ years of professional nonprofit experience. She is recognized as a leader in the philanthropic field, an innovator of organizational change models, and a pioneer in the integration of marketing techniques with fundraising methodologies.



### PROFESSIONAL:

Ms. Williams is principal of **The Williams Group**, a North Carolina firm that serves clients across the country who want to enhance and expand their philanthropic efforts. As an organizational consultant, she works with CEOs and trustees to assess their potential for civic engagement, to create innovative programs and to recruit talented people for key positions.

**The Williams Group** mission, *Creating Environments for Philanthropy to Flourish*, is accomplished by strengthening volunteer and staff leadership; integrating management, marketing, communications and development; designing and building new philanthropic initiatives; and ensuring short-term and long-term organizational goals through sustainable programs and services.

Client services range from strategic visioning, planning and marketing; executive director coaching/mentoring; board and staff training; organizational audits; program assessments; constituency analysis; recruitment services; and campaign project design.

In the past 20 years she has assisted over 350 nonprofit entities including national fundraising associations, large social agencies, community foundations, religious organizations, hospitals, medical clinics, universities, zoological parks, botanical gardens, museums and historic cemeteries. Prior to consulting, she was President of the Children's Hospital Foundation of Saint Paul, Communications and Development Director for Children's Home Society of Minnesota, and Executive Director of the Minnesota Zoological Society.

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## **ACADEMIC:**

Ms. Williams is a frequent keynote speaker, seminar presenter, workshop instructor and writer on organizational culture, leadership dynamics and constituency marketing.

She serves as lead faculty for The Fund Raising School at IUPUI Center for Philanthropy; recently as adjunct faculty at the Center for Nonprofit Management at University of St. Thomas in Minnesota; recently as core faculty for Saint Mary's University of Minnesota graduate program in Philanthropy and Development; and as a master trainer of the AFP Faculty Academy. She founded and served as faculty director for The Leadership Gift School Institute for Philanthropic Leadership in Charlotte, North Carolina.

She has a B.A. from Metropolitan State University with an emphasis in Nonprofit Management and Administration and an M.A. of Philanthropy and Development from Saint Mary's University of Minnesota. Her thesis was titled, "The Importance of Donor Research and Segmentation to Advance Annual Fund Theory and Practice." She holds a certificate from the Executive Leadership Institute at Indianapolis University/Center for Philanthropy and a Mini-MBA certificate from the University of St. Thomas, Minnesota.

She is the author of a best-selling book, *Donor Focused Strategies for Annual Giving*, published by Jones and Bartlett Publishers, Inc. and a new book, *Leading the Fundraising Charge: the Role of the Nonprofit Executive*, published by Wiley.

## **HONORS:**

She was a member of the first class to receive the designation of *Advanced Certified Fund Raising Executive*. She has twice received the *Outstanding Professional Fund Raising Executive*, first by the AFP Minnesota Chapter and second by the AFP Charlotte, NC Chapter.

She was selected to give the Milt Murray Lectureship at the AFP International Conference in Toronto, Canada, and has received numerous communications awards through the United Way and other national organizations. She was awarded the Major Donor to Philanthropic Education award from the Minnesota Foundation Data Center.

## **APPOINTMENTS:**

Ms. Williams served as chair of the ACFRE Professional Credentialing Board. She is an active volunteer, having served as a board member on the Charities Review Council of Minnesota, Metropolitan State University Alumni Board, Minnesota International Health Volunteers, and Family Foundation of America in Milwaukee. She was a national board member of AFP, served as dean of the AFP Executive Leadership Institute at the Center on Philanthropy, and is a former president of the Minnesota AFP Chapter.

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## CURRENT & FORMER CLIENTS:

Alliance for Children with Cancer, MN  
Archdiocese of St. Paul & Minneapolis, MN  
Big Brothers Big Sisters, MN  
Big Brothers Big Sisters, NC  
Binder Park Zoo, MI  
Bluffton College, OH  
Brightest Horizons, FL  
Charlotte Housing Authority, NC  
Child & Family Services, MN  
Child & Family Services, TN  
Children's Home Association, IL  
City of Lakes Waldorf School, MN  
Common Bond, MN  
Community Counseling Services, AR  
Crisis Assistance Ministry, NC  
Daniel Stowe Botanical Garden, NC  
DARTS, MN  
Eagle Village, MI  
Family Resources, FL  
Forest Lawn Historic Cemetery, NY  
Girl Scouts, Hornet's Nest Council, NC  
Goodwill Industries, NC  
Hennepin County Parks, MN  
Hospice & Palliative Care, NC  
Houston Grand Opera, TX  
Intergenerational Living & Health Care, MN  
International College, FL  
Joe DiMaggio Children's Hospital, FL  
Johnson C. Smith University, NC  
Lambda Chi, IN  
Lauritzen Botanical Gardens, NE  
Lutheran Family Services of NC & SC  
McGill Rose Garden, NC  
Memphis Grants Center, TN  
Michigan 4H Foundation, MI  
Minnesota Landscape Arboretum, MN  
Minnesota Zoo, MN  
NC MedAssist, NC  
NC Zoological Park, NC  
NeighborWorks America, DC  
North Carolina Dance Theatre, NC  
Omaha Public Library, NE  
Peter Kiewit Foundation, NE  
Richland Community Foundation, OH  
Ronald McDonald Charities, MN  
SAFE Place, MI  
Safe Alliance, NC  
Second Harvest, TN  
St. Paul Public School Foundation, MN  
The Conservancy of SW Florida  
The Shelter for Battered Women, NC  
The Village Family Centers, ND  
The Woodlawn Historic Cemetery, NY  
United Family Services, NC  
United Way of Central Carolinas, NC  
Urban League, NC  
VFW National Children's Home, MI  
Woodland Historic Cemetery, OH  
YMCA, MN  
YWCA of Monroe, LO  
YMCA of Greater St. Louis, MO  
YWCA of Central Carolinas, NC  
Zaoksky Adventist University, SVO

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## LECTURES & TRAINING:

AFP International Conferences  
AFP Chapters in United States & Canada  
AFP NC Conference  
AKSARBEN, NE  
Alliance for Children & Families, USA  
Alzheimer's National Association  
Arts & Science Council, NC  
Association of Health Care Philanthropy  
Association of Lutheran Development Executives  
Bectler Museum of Modern Art, NC  
Benedictine Health Care, MN  
Benedictine Health System, Upper Midwest  
Big Brothers Big Sisters, MN and NC  
Campus Ministries, USA  
Catholic Diocese, MN  
Child Welfare League of America  
Children's Museum of Omaha  
Children's Theatre of Charlotte, NC  
College Possible, MN  
Communities in Schools, NC  
Cristo Rey Schools, Omaha  
Cultural Trust & Arts Science Council, NC  
Discovery Place, NC  
Evangelical Lutheran Church Association, NC  
Family Service of America  
Free Will Baptist Children's Home, NC  
Heifer National Foundation  
Hospice & Palliative Care Charlotte Region, NC  
Humanities Nebraska  
Jazz Arts Initiative, NC  
Joe Dimaggio Children's Hospital, FL  
The John Crosland School, NC  
Junior League of Charlotte, NC  
Keep American Beautiful, USA  
Knoxville Housing Services, TN  
Knoxville Marketing Association, TN  
View a complete list of upcoming Presentations,  
Workshops and Training

Lee Leadership Institute, NC  
Levine Museum of the New South, NC  
McColl Center for the Arts & Innovation, NC  
Mental Health Association, NC  
Michigan Association for Nonprofits  
Michigan 4H Foundation  
National Historic Cemetery Association  
National Humanities Commission  
National Public Radio Association  
National YMCA Development Officers  
NC Community Foundation  
NC MedAssist, NC  
Philanthropy Journal, NC  
Charlotte Symphony, NC  
NeighborWorks America  
Northpark College and Seminary, IL  
OPERA America, USA  
Peter Kiewit Foundation, NE  
Philanthropic Services Institute, DE  
Planned Parenthood National Association  
Red Cross of Greater Charlotte, NC  
Richland County Community Foundation, OH  
Ronald McDonald House Charities, MN  
Safe Alliance, NC  
Salvation Army National & Local, USA  
Seventh Day Adventist National, USA  
Susan G. Komen Charlotte, NC  
United Arts Councils  
United Way Association of North Carolina  
University of Arizona Medical Foundation, AZ  
Urban Ministry, NC  
Wayne County Community Foundation, IN  
WE (Women's Executives), NC  
Women's Impact Fund, NC  
YMCA Charlotte, NC  
YWCA Charlotte, NC