

Marcy Heim, CFRE PLCC

The Mindset and Methods for Giving Success™

Creating and managing long-term transformational major gift relationships to magnify your mission.

There is a JOY in giving AND living and Marcy Heim, CFRE, PLCC, and Founder of The Artful Asker, wants you to experience this! She deeply respects the powerful, positive impact that generosity creates for our institutions, organizations and communities. A respected authority in enhancing major gift success, Marcy turns decades of in-the-trenches successful major gift development experience into high-content key-note speeches and workshops. Plus, she adds fundraiSING - her original fundraising songs – to her presentations. Topics include fundraising, personal productivity, leadership, maximizing board and volunteer partnerships and managing your personal mindset to enhance success. Her clients include a vast array of educational institutions and social, environmental, faith-based, healthcare and arts non-profit and for-profit organizations throughout the US, Canada and beyond.

Marcy was presented the *Council for Advancement and Support of Education (CASE) Crystal Apple Award* for earning the highest faculty rating at ten national conferences and is a recipient of the *AFP Outstanding Fundraising Professional* award. She's been featured at AFP, AHP and CASE International Conferences and is a graduate of the AFP Faculty Teaching Academy. She's a certified professional life coach and graduate of Leadership Greater Madison. She holds a UW-Madison Natural Sciences degree and serves as a pro-bono consultant to the United Way of Dane County.

Marcy's teaching reflects over twenty years of firsthand fundraising experience at the University of Wisconsin Foundation where she and her team raised millions of dollars by creating the genuine relationships she promotes in her presentations. She led her unit through three successful comprehensive campaigns including the \$1.8 billion dollar *Create the Future* Campaign. She's personally worked with scores of donors and boards to best help them accomplish significant giving goals. Over 7,000 development professionals have experienced her "Making an Artful Ask" training that promotes authentic conversations and clear, artful requests for support – of every kind.



Marcy's book, "Empowering Your Board to Serve as Effective Development Ambassadors" is widely used by both staff and board members alike to enhance the understanding of the relationship-building process. Her workshop, "MORE Major Gifts" provides an in-depth experience working with individual givers. But her unique strength is her focus on what goes on in our heads – and using tools to create our mindset for success in both our giving, and living. Her second book, "Invest in JOY!"™ is due out 2017.



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the Artful asker

www.MarcyHeim.com

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