Introduction for Marcy Heim

Marcy Heim, is a Certified Fund Raising Executive (CFRE), and a Certified Professional Life Coach (PLCC), an author, rock band singer, major giving expert, and mom serving staff and key volunteers who are dedicated to composing a good world.

Her book, 'Empowering Your Board to Serve as Effective Development Ambassadors' is in its 4th printing. It’s a key tool for Board and staff alike in understanding major giving partnerships. Marcy's sessions reflect her over 20 years of firsthand major gift fundraising and management experience with the University of Wisconsin Foundation. There she and her team raised millions of dollars by creating the genuine relationships she will talk about today. She led her unit through three successful comprehensive campaigns including the $1.8 billion Create the Future Campaign.

Marcy is Founder and Principal of The Artful Asker. Her coaching and consulting is dedicated to empowering non-profits of all types and sizes to embrace (and ENJOY) major giving success. In recognition of her inspiring presentations Marcy earned the CASE Crystal Apple Award and is a recipient of the AFP Outstanding Fundraising Professional award. She’s a graduate of the AFP Master Teachers Academy and the UW Madison with a Natural Sciences degree. Her goal is to inspire all those in development to have rewarding careers and joy-filled lives through the power and joy of generosity.