



# Alice L. Ferris, MBA, CFRE, ACFRE

## Areas of Expertise

Fundraising program development, planning, and analysis  
Board training and development  
Strategic planning  
Meeting and retreat facilitation  
Direct mail campaign analysis and implementation  
Executive Coaching  
Conference and workshop presentations  
Grant proposal writing, editing, and critique  
Video, radio, and voiceover talent

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**Alice L. Ferris, MBA, CFRE, ACFRE**, Founding Partner, has more than thirty years of professional fundraising experience, not including her tenure as the top cookie salesperson in Girl Scouts in McFarland, Wisconsin. Alice started her fundraising career as a volunteer at PBS Wisconsin in Madison, blowing bubbles onto the set during pledge breaks for the Lawrence Welk Show, which launched a more than 30-year affiliation with public broadcasting.

Before GoalBusters, Alice served as Director of Development for Lowell Observatory, Foundation Director for Flagstaff Medical Center, and Director of Development for KNAU Arizona Public Radio. During her tenure at Lowell Observatory, the membership program more than doubled, and during her time at KNAU, she led the station to its first US\$1 million fundraising year. As Foundation Director for Flagstaff Medical Center, Alice directed FMC's philanthropic grants program, granting over US\$1.3 million for community health in the Flagstaff area.

For more than 30 years, Alice has worked extensively in fundraising for small nonprofits in many charitable areas, including public media, rural healthcare, education, and science. Alice thrives in finding creative solutions for the fundraising challenges of small organizations, as well as teaching and training about practical and realistic tactics. As counsel, Alice is in the trenches, serving as Director of Development for KAWC Colorado River Public Media and Border Radio in Yuma, Arizona, since 2006. Alice also teaches for the Masters in Nonprofit Leadership at the University of Denver. She was the 90th professional to receive the Advanced Certified Fundraising Executive (ACFRE) credential and was the 21st recipient of the Association of Fundraising Professionals Founders' Medallion, recognizing extraordinary service to the sector. She is also a three-time honoree as AFP-Northern Arizona Fundraising Professional of the Year. In addition, Alice serves on the University of Wisconsin Communication Arts Partners Board as the Internships Co-chair, is a Certified Fundraising Executive (CFRE) Ambassador, and represents GoalBusters as an Associate Member of Rogare, the international fundraising think tank.

Alice is recognized for her on-air presence on public television and radio pledge drives and national PBS fundraisers such as *Downton Abbey* and *The Civil War*. Alice earned her Bachelor of Arts with a double major in Radio-TV-Film and Economics and her Master of Business Administration with a double major in Accounting and Management from the University of Wisconsin-Madison. She obtained her Certified Fund Raising Executive (CFRE) in 1999, her ACFRE in 2010, and has been an AFP Master Teacher since 2006. Alice is a well-reviewed international keynote and workshop presenter. When not fundraising, Alice hosts epic Chinese New Year parties. She is also a slow runner and a retired competition ballroom dancer.