



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 of *GoalBusters*, has more than twenty-five years of professional fundraising experience, not including her tenure as the “top cookie salesperson” in Girl Scouts. Alice started her fundraising career as a volunteer at Wisconsin Public Television in Madison, Wisconsin, blowing bubbles onto the set during pledge breaks for the Lawrence Welk Show, which launched a 30+ year affiliation with public broadcasting.

Prior to 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 \$1 million fundraising year. As Foundation Director for Flagstaff Medical Center, Alice directed FMC’s philanthropic grants program, granting over \$1.3 million for community health in the Flagstaff area.

Currently, as counsel, Alice is Director of Development for KAWC Colorado River Public Media in Yuma, Arizona, and administrative director for KGHR Navajo Public Radio in Tuba City, Arizona. Alice also teaches Marketing and Communications for Philanthropy and Development for the Masters in Philanthropy and Development at LaGrange College.

Alice was the 90th professional to receive the Advanced Certified Fundraising Executive (ACFRE) credential and is a three-time honoree as AFP-Northern Arizona Fundraising Professional of the Year. She currently serves on the ACFRE Credentialing Board, the AFP Northern Arizona Board, and the Bolz Center for Arts Administration at the Wisconsin School of Business Advisory Board, among other volunteer commitments.

Alice is recognized for her on-air presence on many public television and radio pledge drives, and on national PBS fundraisers, including *Downton Abbey*, *Ken Burns: America’s Storyteller*, and *Suze Orman’s Financial Solutions for You*. 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 and is certified through 2020. She received her ACFRE in 2010 and has been an AFP Master Teacher since 2006. Alice is also a well-reviewed keynote and workshop presenter, with presentations in North America, Europe, Australia and Asia.

