



Signature Speaking Topics

Alice Ferris, MBA, CFRE, ACFRE

Custom workshops are also available upon request.

Speaking inquiries:

Amanda Butterworth

888.883.2690 ext. 7

Amanda.Butterworth@goalbusters.net

Keynotes

Stronger: Finding Your Purpose in Challenging Times

We give in the charitable sector. We give our money, time, and energy, sometimes to the point of feeling spent. But if we don't care for ourselves, how can we continue to be changemakers in the world? Using ikigai, a Japanese concept about your life's purpose, we will explore how to develop a mindset that helps you find your path in challenging times and how to strengthen your resilience.

Becoming a Pioneer: Lessons from Unexpected Trailblazers

When you think of the pioneers in the world, you may visualize those in the news or the history books. In reality, there are many remarkable trailblazers in our lives, dealing with challenges from the dramatic to the mundane, who overcome difficulties and set the stage for others to break new ground. With stories from her own family's immigrant, Asian American experience, Alice Ferris highlights her pioneers and shares how we can capture that trailblazing spirit too.

Fiercely Authentic: Staying True to Your Personal Brand

In today's 24/7 culture, you have unprecedented access to leaders through social media, text, and in-person interactions. This also means that you are being highly scrutinized on a regular basis. Each of us has a personal brand, online and offline, and how we use the available tools can shape how we're perceived. In this talk, we'll explore the elements of your brand, how social media, traditional channels, and personal presence impact your brand, and the power of being fiercely authentic.

Workshops

Board Development and Leadership

The 7 Habits of Highly Effective Boards

Often nonprofit boards conduct their work on instinct. But how much could you improve your effectiveness if you gave what you did as an organization some proactive thought? Using the classic principles of Stephen Covey's best-selling book, *The 7 Habits of Highly Effective People*, this session addresses the core roles and responsibilities of boards, how to best set up yourselves for success, and how to be more effective with the limited time you have.

Communication

Creating Stories that Stick in Your Proposals

Grant reviewers are human too. While it's important to follow the guidelines and tell the facts, it will be hard to capture a funder's attention and motivate action without a story. In this session, we'll discuss key stories for your toolkit that will help your proposal stand out.

Small Shops

Fundraising for People with No Time to Fundraise

When you have limited staff, it can sometimes feel like you're on a never-ending hamster wheel—constantly dealing with the day-to-day demands and seemingly making little progress. But any organization and any size staff can find ways to make the fundraising program more effective, helping to build resources and the case to grow your team. Through real-world examples, we'll face the challenges of a small shop, provide practical tips on doing more with less, and share thoughts on influencing investment in your fundraising program.

Planning, Assessment, and Practical Strategies

Creating a Fundraising Plan That You'll Actually Use

Many fundraising emergencies seem to arise – a donor needs immediate attention, a proposal is due today, or a mailing needs approval. You know you need to plan, but who has the time when you're putting out fires daily? Building a plan doesn't have to take months and can help reduce the stress in your day-to-day operations, whether you're a one-person shop or a large department. Learn about the critical elements of a fundraising plan, how to create it in less than a day, and how to make it your go-to tool every day.

Planning When You Don't Know What's Next

To say that today's environment is rapidly changing would be a gross understatement. Who knows what will happen next? It may seem like this is a time to abandon your plan. President Dwight D. Eisenhower purportedly said, "The plan is useless, but planning is critical." In this session, we'll talk about risk assessment, the planning process amid chaos, and how to create a realistic, workable plan and strategies to make it actionable every day.

Management, Leadership, and Trends

Fostering a Growth Mindset in Difficult Times

Teams that promote and foster a growth mindset tend to be more collaborative, empowered, and committed--all factors we need in an effective organization. But how do difficult times impact people's ability to stay positive and maintain a growth mindset? In this session, we'll review Dr. Carol Dweck's research on mindset, translate how a growth mindset can help build a more effective team, and provide real-world examples of how mindset can help you survive and thrive.

Handling Change When There Are Humans Involved

Change is the "new normal." Everyone has changed how they do business, so how do you lead your team through any change? We'll use real-world examples to discuss the stages of change, personality archetypes you may encounter, and strategies to motivate your team.

Ok, Boomer...Understanding Philanthropy Across Generations

As donors, volunteers, and professional practitioners, we now have the greatest span of generations in recent memory in the philanthropic community. As we develop our fundraising programs, we must consider that each generation has different motivations for philanthropy, different modes of communication, and different ways that they will act. So how do we engage Baby Boomers, Generation X, Millennials, and the activist Gen Z in our causes? In this session, we will talk about the characteristics of the generations, communication methods, and do's and don'ts in intergenerational development.

Webinars

Hybrid is Here to Stay: Strategies for Your Next Event

Good news, bad news--you will have an event, meeting, or training soon that is both online and in-person. As much as we would like to be "back to normal," the new normal calls for continuing to engage people through technology. This session will highlight the best - and worst - practices for hybrid experiences.

The 7 Habits of Highly Effective Boards

Often nonprofit boards conduct their work on instinct. But how much could you improve your effectiveness if you gave what you did as an organization some proactive thought? Using the classic principles of Stephen Covey's best-selling book, *The 7 Habits of Highly Effective People*, this session addresses the core roles and responsibilities of boards, how to best set up yourselves for success, and how to be more effective with the limited time you have.

Fostering a Growth Mindset in Difficult Times

Teams that promote and foster a growth mindset tend to be more collaborative, empowered, and committed--all factors we need in an effective organization. But how do difficult times impact people's ability to stay positive and maintain a growth mindset? In this session, we'll review Dr. Carol Dweck's research on mindset, translate how a growth mindset can help build a more effective team, and provide real-world examples of how mindset can help you survive and thrive.

Fundraising for People with No Time to Fundraise

When you have limited staff, it can sometimes feel like you're on a never-ending hamster wheel—constantly dealing with daily demands and seemingly making little progress. But any organization and any size staff can find ways to make the fundraising program more effective, helping to build resources and the case to grow your team. Through real-world examples, we'll face the challenges of a small shop, provide practical tips on doing more with less, and share thoughts on influencing investment in your fundraising program.

Creating a Fundraising Plan That You'll Actually Use

Many fundraising emergencies seem to arise daily – a donor needs immediate attention, a proposal is due today, or a mailing needs approval. How can we change the paradigm and create a healthy, sustainable, and doable fundraising program? This workshop will discuss a realistic, workable plan for your fundraising efforts and strategies to make it actionable daily.