

Session Two

Collective Leadership for Successful Fundraising

Board Members; Executive Directors/CEOs & Development Staff

Room 405

Join 50 years of experience with CEO Susie Burdick, Hearing Speech and Deafness Center, Mark McCampbell, Vice President for Development and Interim Executive Director of the Seattle Symphony and Sonya Champion, co-founder of the Champion Foundation for a moderated conversation outlining their successes and missteps in engaging collective leadership – from the reception desk to the board room – in successful fundraising cultures. Participants will be challenged to define the core of their own organization’s philanthropic culture. **Goal:** *This workshop will serve as one of many discussions that will be held throughout the year to introduce the idea of “Collective Fundraising Leadership” and the leadership required by CEOs and Development Directors to build, inspire and stimulate this concept.*

Sonya Champion is a certified fundraising expert (CFRE) with more than 25 years of experience working with more than 200 nonprofit organizations in the Pacific Northwest. She recently concluded 19 years as a principal of The Collins Group, a regional fundraising consulting firm specializing in fundraising strategies and capital campaigns. As the foundation's co-founder, Sonya focuses on advocacy and the support needed to end homelessness in Washington State. Through engagement and a spirit of partnership, she believes the foundation can challenge leaders in the nonprofit community to build stronger organizations with effective fundraising, informed contributors, enhanced leadership and passionate advocacy that will increase their capacity to achieve their mission.

Susie Burdick has been a leader in the nonprofit sector for over 35 years and is currently the CEO of Hearing Speech and Deafness Center. Her work has crossed sub-sectors including the arts and health and human services, and has crossed cultures in the United States and Russia. Susie currently serves in leadership roles on a local, regional, and national level. Her greatest professional strengths are in leadership, vision, interpersonal skills, fundraising, nonprofit management, presentations, and taking projects from conception to successful completion. Her vision, organization skills and attention to detail combined with her infectious energy and enthusiasm well serve the organizations in which she is involved.

Mark McCampbell, currently serving as Interim Executive Director joined Seattle Symphony in June 2008 as Vice President of Development. A 30-year veteran of non-profit management and fundraising, McCampbell has served organizations focused on education, human services, world relief and healthcare. Before joining the Symphony, McCampbell was at Virginia Mason Foundation, where he oversaw the Foundation’s \$100 Million Comprehensive Fund Campaign as Campaign Director. A Certified Fund Raising Executive (CFRE), he was previously President and Executive Director of Northwest Hospital Foundation.