

MARSHALL H. GINN

Consultant – Leader – Trainer – Volunteer – Presenter

Marshall Ginn is an accomplished consultant, nonprofit leader, trainer, and volunteer with 35 years of experience working with local, regional, and national nonprofits, philanthropic organizations, and professional associations. He has spent his entire career committed to advancing excellence and ethics in philanthropy and nonprofit management, with deep experience in providing sustained, quality advisory and support services to local, regional, and national organizations.



In 2022, Marshall established Capital Philanthropy, a consulting practice dedicated to fostering high-impact, thoughtful, ethical, and equitable philanthropy. He is an associate member of the National Network of Consultants to Grantmakers.

From 2000 to 2018, Marshall managed Capital Development Strategies, an independent consulting practice focused on resource development and nonprofit management. The firm's diverse clientele included human services organizations, professional associations, churches, grantmaking foundations, and advocacy groups. Projects included capital campaigns, board training, grantmaking process review, organizational assessment, membership engagement, as well as fundraising, event, and strategic planning.



Highlights of Marshall's Professional Impact

Advising the Washington Forrest Foundation, an established family foundation that contributes nearly \$1 million each year to organizations in Northern Virginia, as it strengthens its grantmaking practices, grantee partner relationship building, and board and family engagement.

Led a significant reinvention of the national annual fund campaign for the Association of Fundraising Professionals (AFP) Foundation for Philanthropy, creating the successful "Be the Cause Campaign," which raises more than \$400,000 in financial support from nearly 4,000 AFP members across the country in support of scholarships, education and research.

Provided capacity building support to Fight for Children's cohort of nonprofit grantees serving youth in the District of Columbia. Working with Compass Pro Bono, a national organization that forges lasting ties between local nonprofits and local business professionals to empower thriving, equitable, resilient communities, led tailored fundraising training sessions for the boards of these organizations.

Shaped the management practices of hundreds of organizations through leadership of the Washington, DC area's top award recognizing excellence in nonprofit management; had a positive impact on diverse nonprofits, promoting innovation and achievement in the sector as practices were identified, shared, and implemented.

Managed major comprehensive assessment initiatives that led to the transformation, strengthening, and strategic realignment for numerous organizations, including a large regional housing development corporation, an international professional membership society, and the nonprofit publisher of a major university's student newspaper.

Supported the rebuilding of the foundation for a nonprofit community hospital; helped to raise over \$30 million over four years from patients, families, foundations, and corporations in support of hospital priorities.

To book Marshall for your upcoming training or conference, call 202-213-3200 or email capitalphilanthropy@gmail.com and put "Speaking Inquiry" in the subject line!

Unfunded List

Proposal Evaluator—current

Marshall is serving as one of several hundred reviewers who volunteer their time and expertise to the Unfunded List. The Unfunded List provides detailed commentary and professional feedback on proposals submitted by nonprofits and foundations around the world. Reviews from evaluators are aggregated into a comprehensive report for the submitting organization/author.

Spur Local (formerly the Catalogue for Philanthropy—Greater Washington)

Peer Application Reviewer-current

Marshall serves with more than 170 community advocates from foundations, peer nonprofits, giving circles, and the broader community who evaluate applications from nonprofits wishing to be featured in the Catalogue (200+ a year) and recognized for their critical local impact. This listing is used by donors throughout the region as a resource for identifying potential giving opportunities.

AIM for Excellence Award Competition

(formerly The Washington Post Award for Excellence in Nonprofit Management)

Selection Committee Chair – 2011 – 2016

The award was managed by the Center for Nonprofit Advancement in Washington, DC, and Marshall served as chair for the last five years of his nearly 10-year term on the Selection Committee. The Committee included more than 20 volunteer leaders from diverse professional backgrounds. The comprehensive three-stage process culminated in a “best practices” workshop and award presentation. Marshall’s specific roles included involvement in the ongoing revision of the application over the years, as well as promoting the program through presentations in the community.

New Jersey Council for the Arts

Panelist—May 2024

Multidisciplinary Arts grant application review.

Other Proposal Review Experience:

J.M.K. (J.M. Kaplan Fund) Innovation Prize

NeighborWorks America Project Reinvest Community Development Grant

DC Commission on the Arts and Humanities UPSTART Capacity Building Grants

Arlington Community Foundation

Marshall is a highly experienced presenter, trainer, and workshop leader. He has made presentations to audiences of all sizes focusing on a wide range of topics. Selected examples include:

“Change Up Your Questions—Exploring what you ask grantees and how you ask them”

Blackbaud Grantmaking Thought Leader Webinar—February 2024

“Fundraising and Storytelling—Tips for Nonprofit Boards”
Compass Pro Bono Sorkin Summit, May 2023.

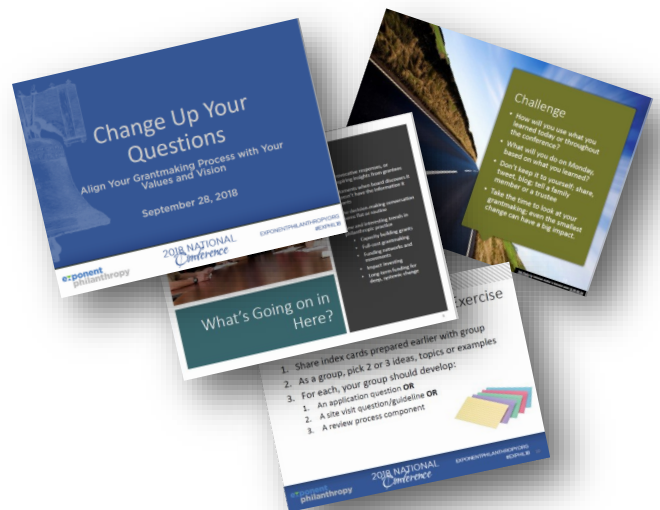
“Change Up Your Questions—Aligning Your Grantmaking Practices with Your Values and Vision” Exponent Philanthropy National Conference September 2018.

“Sustainability Success Factors – Maximize Your Organization’s Potential” 2016 AFP/DC-DMAW Bridge Conference.

“Just Tell Me What You Want – Answers to the Unexpected Things Prospects Say” 2015 AFP/DC-DMAW Bridge Conference. This session was adapted into an online article for *The Chronicle of Philanthropy* by Rebecca Koenig, September 2015.

“What’s Leadership Got to Do With It – Success Factors and Organizational Impact” 2015 BoardSource National Leadership Forum

“The session “Change Up Your Questions” was responsive to participants’ needs and questions. We spoke with a number of people who were delighted for the opportunity to participate and found it to be very useful as they move forward with the important work of their philanthropy. I was also pleased to see the high engagement of the people in the room, and their spirited peer discussions.” Exponent Philanthropy



Marshall has also written a number of blog posts and independent pieces on philanthropy, leadership, and nonprofit management. Selected examples include:

“5 Ways Nonprofits Can Be Trustworthy Partners” - September 2023 blog post on ways that organizations can strive to be the best possible partners with funders who are espousing movements such as Trust-Based Philanthropy.

“Are We Talking About the Weather?” - September 2017 paper on how nonprofit organizations and grantmakers need to engage in more productive conversations. This paper was promoted nationally by National Council on Nonprofits as a follow-up resource to the “Great Funder-Nonprofit Relationships” series hosted by Exponent Philanthropy.

“Renovate Your Philanthropy” - August 2017 post on how donors can build capacity and increase the impact of their nonprofit partners. This paper was promoted nationally by the National Center for Family Philanthropy in its November 2017 monthly online newsletter.

“Change Up Your Questions” - Guidance for family foundations wishing to improve their philanthropic practice. This was independently produced in February 2017 as well as on the National Network of Consultants to Grantmakers blog. This presentation was the basis for the fall 2018 presentation at the Exponent Philanthropy conference.

“What’s Leadership Got to Do with It?” - Analysis of characteristics of award-winning nonprofits demonstrating leadership in the sector. This was reworked into “The Evolution of Excellence” for BoardSource’s e-newsletter “The Spark” in June 2015.

“People First Leadership” - October 2016 piece, inspired by a TED Talk and other recent experiences, illustrating that the ways an organization manages its people makes all the difference.



Marshall has also served as a guest lecturer for several graduate programs focusing on philanthropy and nonprofit management:

George Mason University - Guest lecturer for the Nonprofit Management Certificate and Arts Management Programs.

“Funding Social Impact” 2016

“Philanthropy and Fundraising” 2013

University of Maryland—Guest lecture for Strategic Management for Nonprofits, School of Public Policy

“From Strategy to Fundraising” 2017 & 2018

“Social Entrepreneurship—Getting the Money” November 2022

Marshall can speak on a range of philanthropy and nonprofit sector topics, including the following:

- Funder/Grantee Relationship Building
- Grant Decision-Making Process and Approaches
- Board Engagement, Governance, and Leadership
- Nonprofit Management and Its Connection to Mission Capacity
- Establishing a Strategic Framework for the Future
- Becoming a Trustworthy Nonprofit Partner
- People First Leadership
- Sustainability Success Factors
- Building Fundraising Capacity
- *And more, feel free to inquire*

Presentation Format Options:

Conference Breakout Sessions
Conference Plenary Sessions
Staff Training Events
Board Retreat Facilitation
Board Meeting Training Sessions
Strategic Planning Retreats
Panel Moderation
Workshop Facilitation

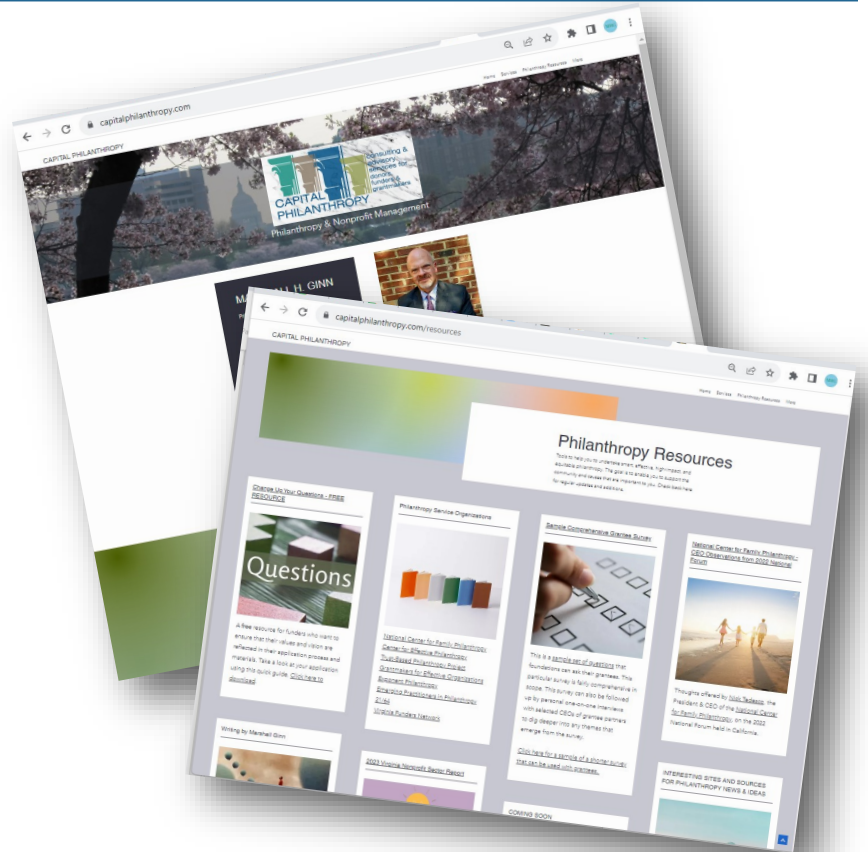
“It has been such a pleasure working with you this year! Thank you for all you’ve done to elevate our fundraising trainings, and for making the Sorkin Summit so engaging. We have received great feedback about your panel.” Compass Pro Bono

Customized for Your Needs and Situation

Presentations can be structured for a high-energy, content-rich keynote or a meaningful half-day or full-day workshops, any of which can be customized to meet your organization's specific needs. Virtual presentations can also be made available. The goal is to always engage participants in a dialogue about important issues, trends, and challenges affecting the nonprofit and philanthropy sectors. Participants will also walk away with actionable ideas and materials to strengthen their work in the sector going forward.

What You Can Expect:

- Detailed speakers packet including bio, pictures, presentation slide decks, etc.
- Prompt replies to emails and calls.
- Preparatory call to discuss your needs and preferences prior to the event in order to provide useful context and to ensure that your key points are communicated.
- Social media announcements about the event.
- Dynamic, customized presentation focused on your needs.
- Custom resource page, including links and slides.
- Follow-up email to gauge impact.



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