

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, grantmakers, philanthropic organizations, and professional associations.

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.



Highlights of Marshall's Professional Impact

Supporting an established family foundation in the Northeast U.S. in designing and implementing a new grant program to provide multi-year funding for innovation among its smaller grantee organizations as they seek to expand their impact.

Guiding the National Network of Consultants to Grantmakers as it develops sustainable revenue streams beyond membership dues; implemented a sponsorship program and a revised member campaign.

Advised an established family foundation that contributes nearly \$1 million each year to organizations in Northern Virginia, as it strengthened its grantmaking practices, grantee partner relationship building, and board & family engagement. 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.

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 comprehensive assessment initiatives that led to the transformation, strengthening, and strategic realignment for numerous

organizations, including a regional housing development corporation, an international professional membership society, and the nonprofit publisher of a major university's student newspaper.

Led the 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 is still in use today.



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!

Marshall's Leadership and Engagement in the Nonprofit and Philanthropy Sectors

Unfunded List

Proposal Evaluator—current

Marshall is serving as one of several hundred reviewers who volunteer their time and expertise to the Unfunded List which provides detailed commentary and professional feedback on proposals submitted by nonprofits and foundations around the world.

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

Peer Application Reviewer—current

Marshall serves alongside community volunteers who evaluate applications from nonprofits wishing to be featured in the Catalogue and recognized for their local impact. This resource is used by donors throughout the region to identify 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 comprehensive three-stage process culminated in a “best practices” workshop and award presentation. Marshall’s specific roles included involvement in managing the volunteer committee, supporting ongoing revisions of the application, as well as promoting the program through community presentations.

New Jersey Council for the Arts

Panelist—May & November 2024

Multidisciplinary Arts grant application review process.

Other Proposal Review Experience:

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

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 Blog Post & Webinar—February 2024

Blackbaud BBCON Conference—September 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.

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

"Asking More Beautiful Questions" - June 2025 blog post co-authored with Leah Kral on how the right questions can be the best way to start good listening. It was featured on Insights for Change, hosted by the Fund for Shared Insight.

"Interested in Thoughtful Giving?" - October 2024 blog post providing individual donors with a variety of frameworks through which they can review and structure their charitable contributions.

"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.

"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.



Marshall has 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-Building bridges between nonprofits & grantmakers
- The Effective Use of Questions in the Grant Application & Review Process
- Grant Program Design, Decision-Making Process, & Approaches
- Board Engagement, Governance, & Leadership
- Grantee and Community Listening
- Establishing a Strategic Framework for the Future
- Becoming a Trustworthy Nonprofit Partner
- *And more, feel free to inquire*

Presentation Format Options (when appropriate can be done online):

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

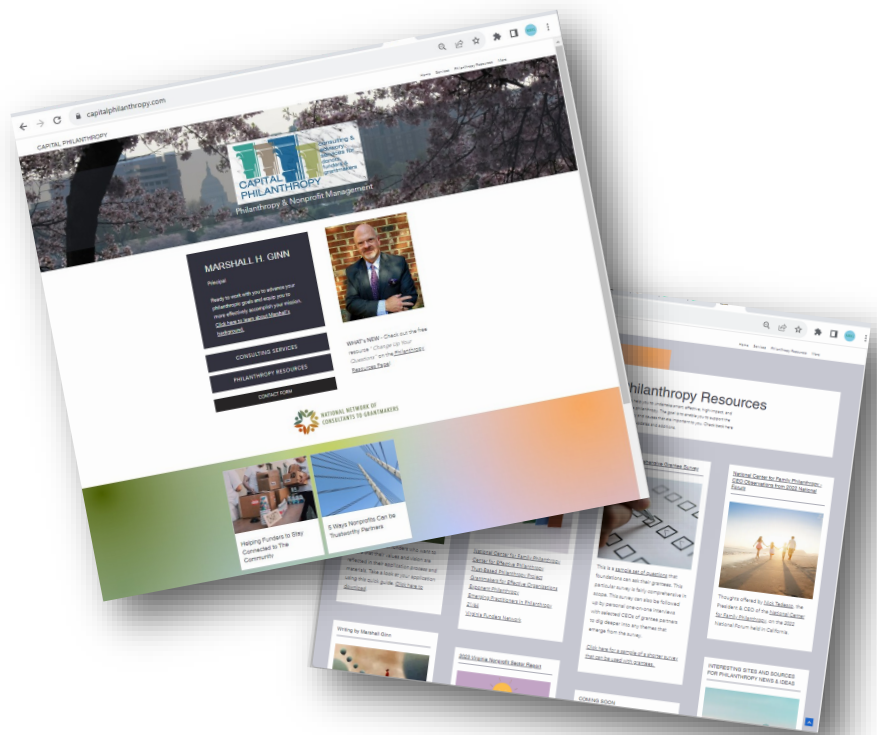
"It has been such a pleasure working with you this year! Thank you for all you've done to elevate our fundraising trainings, and for making the Sorkin Summit so engaging. We have received great feedback about your panel." Compass Pro Bono

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.



[Click here to set up a 30-minute Zoom call with Marshall](#)

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