

Cindi Phallen



Speaker Packet

The Nonprofit Expert Who Transforms Organizations

About Cindi

Cindi Phallen is a fierce advocate for building strong nonprofits so they can raise more money, while attracting more people and awareness! She gets leaders focused on the right things and helps them move from intention to execution. She's an author, speaker, consultant, educator and President of Create Possibility.

As a successful executive director for 18 years with Y's around the U.S., Cindi has seen it all! She's missed fundraising goals, had internal leadership struggles with staff, dealt with board members not showing up and much more. Then she discovered that by simply shifting the way we think, we can advance the mission without the chaos!

Cindi asks the tough questions and is an expert at navigating change so her audiences achieve better outcomes through stronger boards, increased funding, and more community engagement. She is invited to speak regularly across the U.S. and elevate leaders' thinking so they can activate their bold visions.

Her book "The Impact Triangle" has received international attention, and is based on her proprietary success formula referred to as the secret sauce to build a thriving social enterprise. Cindi also writes a bi-weekly blog focused on key issues nonprofit leaders face and she regularly guest blogs for other publications. Cindi is a fundraising instructor in the University of San Diego's Nonprofit Management Certificate program and she serves on the Advisory Board of NonprofitPRO.

When she isn't snowboarding or jogging on the beach, you can bet Cindi is following one of her favorite Philadelphia sports teams!



Speaking Topics

Below are a few of Cindi's most popular topics, and others can be customized depending on your needs and audience:

The New Language of Fundraising: 4 Magic Words That Translate Into More Money

Every organization needs to raise dollars, and this program shows you how to:

- * Overcome the top 3 reasons board members are reluctant to raise money.
- * Change the conversation and watch the money roll in.
- * Discover a path to expand your corps of fundraising ambassadors.

Build a Super Hero Board: Partners vs Problems

You expect great things from your board but how do you get from here to there? Learn how to:

- * Assess your board's effectiveness and discover where to focus for maximum engagement and retention.
- * Optimize your Board Development Committee and achieve super hero status!
- * Leverage the Cycle of Philanthropy so every board member can easily participate in fundraising.

Beyond the Orientation: 5 Secrets to Retaining Your Board Members for the Long Haul

You work hard to recruit amazing board members, and then they don't show up, lean in or reach out. Now what?

- * Discover how specificity results in more satisfied board members who are fully engaged.
- * Incorporate 5 tricks for onboarding new members for long-term retention.
- * Create a culture of accountability that your board will embrace.

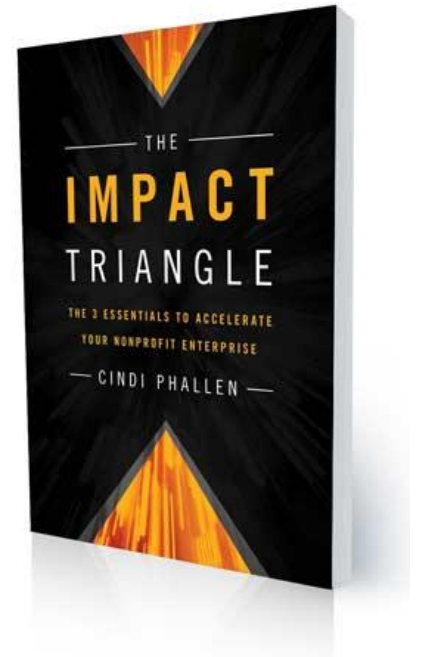


Author, The Impact Triangle
Founder of Create Possibility

The 3 Essentials to Accelerate Your Nonprofit Enterprise

Leading a nonprofit business can seem like an overwhelming struggle, but it doesn't need to. Based upon her proprietary formula, The Impact Triangle, Cindi disrupts typical thinking to amplify fundraising results, build stronger boards and reach goals faster.

Based on this formula, she delivers interactive presentations that challenge common assumptions to create breakthrough moments. Her audiences leave with clarity and an action plan to overcome the chaos and transform lives.



“The keys to success are in this book, and practical tools and advice will jump off the pages to advance the missions of organizations large and small. It should be mandatory reading for all nonprofit Executive Directors”

– **Stephen R. O’Kane, Board Member, American Lung Association**



Testimonials

Cindi's entertaining style will strengthen your conference agenda while she inspires and instructs! And she is committed to learn as much as possible about your audience before she ever takes the stage, to ensure your goals are met.

"Your expert subject matter knowledge and passion galvanized learning, growth and excitement and made your presentation a huge success!"

- **Erin Hutto, Idaho Nonprofit Center**

"Thought Cindi was great! Engaging and passionate! Allowed me to look at fundraising with a new lens and she provided useful tools for significantly better results."

- **Participant, Think Tank for Social Good (Cross Fit)**

"Cindi was powerful and allowed plenty of interaction! I have never attended a session that went by SO quickly with very relevant and practical content."

- **Participant, NAYDO Conference**



Audiences

Partial List of Audiences

- Arizona State University Lodestar Conference
- Assoc. of Chamber of Commerce Executives
- Association of Fundraising Professionals
- Boys and Girls Clubs
- Cal State Fullerton “Summer School” for Nonprofits
- Center for Nonprofit Management (Nashville)
- Idaho State Nonprofit Conference
- Junior League of San Diego
- Nonprofit Management Solutions
- National Conference of Bar Foundations
- Nonprofit Leadership Forum
- NAYDO Annual Conference
- New England Y Leadership Conference
- Placer Community Foundation Leadership Summit
- Salvation Army Kroc Center Conference
- Think Tank for Social Good (CrossFit Foundation)
- University of San Diego: Governance Symposium
- YMCA of Greater Brandywine



Speaking Services

To book Cindi, contact:

Chontell Noelle | Director of Strategic Partnerships

www.possibility-cp.com

chontell@possibility-cp.com | p: 480-686-6439

Booking: Initial booking will be coordinated by Cindi's Director of Strategic Partnerships to learn conference goals, assess objectives, and establish contract parameters.

Travel Fees: In addition to Cindi's speaking fee, reasonable travel expenses are provided by client. These expenses may include but are not limited to round-trip airfare, lodging and ground transportation.

Books: To inspire attendees before or after the conference, copies of Cindi's books are available at a volume discount or can be purchased individually by attendees. Cindi will sign books for attendees at no additional charge.

Learn more about how Cindi can customize her presentation so it has a lasting effect for your audience.





Related Services

Speaking , Virtual or On-Site Consulting & Retreats

At Create Possibility we show you how to raise more money, attract more people and increase awareness. It may seem like an overwhelming struggle, but it doesn't have to be. Are you experiencing any of these situations?

- ❖ Leaders may need to look through a different lens so they can serve more effectively to advance the mission.
- ❖ An organization may be ready to move to the next level, but isn't sure how to get there
- ❖ Leaders are in a challenging transition period and need guidance to navigate it effectively.
- ❖ Direction is vague and there is a need for effective strategies that focus on what actually matters most.
- ❖ Leaders feel a need to take back control so they can focus on the priorities in their plan (e.g. philanthropy, board development, community engagement).

The community desperately needs social impact organizations like yours and our services provide options for the toughest nonprofit challenges.