



CHRISSY M. THORNTON

CEO. Event Producer. Fundraiser. Entrepreneur. Author. Success Coach

SHARING INNOVATIVE STRATEGIES TO ACHIEVE GROWTH

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

- John Quincy Adams



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BIO

Chrissy M. Thornton is the President and CEO of Associated Black Charities.

A native New Yorker, she is a high energy, creative, and outgoing executive with a professional attitude and diverse experience. Chrissy possesses an effective combination of technical, managerial and communication abilities along with excellent organizational and team building skills. She's been recognized for developing professional staff training programs to revitalize departments and implementing organizational change efforts into growing businesses. Experienced in organizational diagnosis and the design and facilitation of large-scale events and staff development activities, Chrissy has a twenty-year background in successful fundraising, donor and corporate relations, digital engagement, grant writing, and the seamless execution of exceptional meetings, events, training seminars, team building sessions, education conferences, fundraisers, peer-to-peer activities, and more! Chrissy is the author of 6 works, most known for the publication, *Stop Scrambling, Start Bringing Home The Bacon: A Guide To Establishing An Effective Fundraising Plan for Your Non-Profit Organization*. She is a former real estate investor and franchise owner who believes in the power of entrepreneurship, financial literacy, and economic education and development. Having served as an independent consultant to non-profit organizations of all sizes across the country, Chrissy has successfully supported many with diagnosis and rebuilding, Board and committee onboarding and development, fundraising plan creation and execution, marketing and branding support, and the implementation of innovative fundraising and engagement activities. She additionally founded My Girl Power Hour (featured in the Baltimore Sun) where she has offered a discussion and event series empowering women to overcome obstacles and live their best lives. Chrissy serves on a number Boards and Advisory Councils throughout Maryland. Chrissy has a Master's degree in Business with a concentration in Organizational Management, and is a sought-after public speaker (Diversity, Equity, and Inclusion, Health Equity and Access, Entrepreneurship and Business, Energized Leadership, Wealth Building, Women's Empowerment, NonProfit Messaging (Stakeholder Engagement), and Motivation).

SERVICES

FUNDRAISING

Experience includes fundraising plan development, donor and fund development, event design and management, volunteerism, community relations, strategic planning, marketing, business development, and retail/corporate partnerships.

Complimentary consultation for qualifying non-profit organizations

BOARD/COMMITTEE DEVELOPMENT

The Board of Directors sets the tone and direction of an organization. Effective board leadership and governance helps ensure that a nonprofit can operate to its fullest capacity. Creating an effective board is a continual process that includes recruitment, engagement and development. Services include support and resources for those who are committed to continued advancement and help in strengthening boards and missions.

ORGANIZATIONAL DIAGNOSIS

Organizational Diagnosis is an effective ways of looking at an organization to determine gaps between current and desired performance and how it can achieve its goals. Through observation and listening, services include systematically determining a company's strengths and opportunities and preparing an Organizational Improvement Plan, followed by a discussion of recommendations and implementation strategies

LEADERSHIP DEVELOPMENT

Many of us would like to believe we are strong leaders. Truth is, sometimes people are thrust into leadership before they are ready. In other cases, you may be a strong leader who could stand to "build your muscle" in specific areas. When leadership skills are lacking, we fail to effectively harness energy – both our own and within organizations. Services include assistance in goal setting, prioritizing efforts, and identifying strengths and weaknesses. Additionally, guidance on tapping into your personal motivation, knowing your "WHY", and sustaining your energy to consistently produce positive outcomes is provided.

Additional customizable services available upon request.

SPEAKING TOPICS

- ★ Entrepreneurship
- ★ Energized Leadership
- ★ Success Coaching
- ★ Financial Literacy
- ★ Empowerment
- ★ Diversity & Inclusion
- ★ Visioning/Goal Setting
- ★ Innovative Strategies
- ★ Mindset Development



COMMUNITY INVOLVEMENT

The Carter Legacy Singers
Jack & Jill of America, Inc.
Sigma Alpha Iota
Northwest Chamber of Commerce
Color of Crohn's & Chronic Illness

AS SEEN ON

WJZ-TV
WBFF - Fox 45
Maryland Public Television
My Girl Power Hour
ABC – The Match Game
GSN – Newlywed Game