

Welcome to our Webinar

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onecause® | WEBINAR

Thursday, October 24, 2024



From Year-End Wins to New Year Goals:
Strategic Insights *for* Fundraising Success



Melissa Merriam
OneCause



Jonnah Renfroe
Folds of Honor



Nicholas Kristock
Fleece & Thank You,
KindKatch



Barbara O'Reilly, CFRE
Windmill Hill Consulting

Beyond the Webinar

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Meet Our Panelists



Melissa Merriam



Jonnah Renfroe



Nicholas Kristock



Barbara O'Reilly

Meet Melissa

With over two decades of experience in customer success, sales, and operations within the tech sector, Melissa Merriam has dedicated the last 14 years to helping nonprofit organizations achieve their financial and strategic goals. As Director of National Accounts at OneCause, she partners with major nonprofit brands, delivering innovative SaaS fundraising solutions that drive donor engagement and revenue growth.

Melissa's expertise spans executive sales, customer journey mapping, and project implementation, with a strong focus on building lasting relationships and providing strategic insights that empower organizations to thrive. She is passionate about optimizing fundraising efforts, streamlining processes, and helping nonprofits achieve measurable impact.

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Melissa Merriam

National Sales Director

OneCause

Meet Barbara

Barbara is a seasoned fundraising consultant on a mission to help more nonprofits raise more money by creating strong donor experiences. During her in-house career she led record-setting reunion classes, secured tens of millions of dollars from global corporations following some of the most devastating natural disasters around the world, and oversaw a team that grew donor engagement of major individual donors. Barbara knows that fundraising is much more than just asking for money.

Her firm, Windmill Hill Consulting, works with nonprofits to give them the resources, skills and mindset they need to build more effective donor relationships and catapult their revenue.

She serves as past president of the Association of Fundraising Professionals (AFP) Washington DC Metro Chapter. She sits on the board of the BBB Wise Giving Alliance and AFP Foundation and chairs the Research Committee for the Giving USA Foundation. In 2020, she joined the faculty at the University of Maryland's Do Good Institute teaching nonprofit fundraising.

Email: boreilly@whillconsulting.com



Barbara O'Reilly, CFRE

Founder and Principal, Windmill Hill Consulting
Board Member, The Giving Institute & Giving USA Foundation
AFP Master Trainer

Meet Nicholas

Nicholas is a former international soccer player turned serial entrepreneur and servant leader, and he has found his fit in the entrepreneurial world by building businesses that solve problems.

After two seasons of soccer in Australia, Nicholas moved back to Michigan in 2015 and founded Fleece & Thank You, an innovative 501(c)3 organization that provides psychosocial support and programs to children in the hospital. The organization provides comfort to 22 children's hospitals and units in Michigan. Fleece & Thank You has also rolled out Grateful Human, an apparel brand targeted for people that love sharing what they are thankful for. Nicholas serves as Fleece & Thank You's President and Executive Director.

Nicholas' venture portfolio extends beyond social impact and philanthropy, as he also is the Founder and CEO of KindKatch, a personalized video engagement platform for brands who want to capture attention and drive deeper relationships with their audience. He's a #FearlessFundraiser favorite and top-rated Raise speaker alum.

Email: nicholas@kindkatch.com; nicholas@fleeceandthankyou.org



Nicholas Kristock

Founder & Executive Director, Fleece & Thank You

Founder & CEO, KindKatch

Folds of Honor

Folds of Honor provides educational scholarships to the children and spouses of fallen or disabled U.S. military members and first responders. Their mission is driven by core values, including:

Honoring Sacrifice: Recognizing and honoring the brave individuals who protect and serve our country.

Educating Legacy: Empowering the loved ones of fallen or disabled heroes through education.

Giving Hope: Offering hope and a brighter future to families impacted by loss or disability.

Inspiring Unity: Fostering a sense of unity among Americans to support these deserving families.

Providing Comfort: Ensuring families know they are not alone in their grief.

Founded in 2007 by Lt Col Dan Rooney, a PGA professional and former F-16 fighter pilot, Folds of Honor has since awarded over 52,000 scholarships, totaling more than \$250 million.



Jonnah Renfroe

Director of Event Planning

Folds of Honor

Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”





CELEBRATING

150

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Thank you!

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Full participation in *From Year-End Wins to New Year Goals, Strategic Insights for Fundraising Success* presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

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