

# Consultant Bio

Tracy Vanderneck cares about mission and people. It is that simple. She cares about helping nonprofits deliver on their missions, whether that means working to save the environment, help homeless children, or bring art to the community. And she is uniquely positioned to be able to help!

Tracy has over twenty years of experience in fundraising, business development, and sales. She holds a Master of Science in Management (MSM) with a concentration in Non-Profit Leadership, a Graduate Certificate in Teaching & Learning (CTL), and is a Certified Fund Raising Executive (CFRE). In 2010 Tracy was certified in Disaster Public Relations and In-Kind Donations with the American Red Cross. In 2017 she became an Association of Fundraising Professionals (AFP) Master Trainer.

Tracy has worked on leadership teams for organizations with budgets from under \$1 million to \$15 million, in fundraising, public relations, and volunteer recruitment since 2006. She has experience in annual campaigns, grant writing, capital campaigns, strategic planning, development planning, board recruitment and training, prospect identification and screening, moves management, database RFPs and implementations, in-kind donations, event planning and management, volunteer recruitment and management, third-party fundraising, case statements, gift acceptance policies, naming opportunities, public relations, and marketing materials. Tracy has also in-depth experience with analyzing gift data and trends and using the resulting information to plan future activities.

When Tracy works with clients, she ensures that all actions are in line with the organization's mission and fit within its strategic plan. Her current clients include foundations and organizations in the health, social service, and educational sectors. Recent projects include development department process evaluations, annual appeal writing, capital campaign preparation, board of directors self-evaluations and training, and development plan creation.

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## Tracy Vanderneck & Phil-Com

Association of Fundraising Professionals member since 2007

-Board of Directors (2009 – 2016)

-Current Chair of the Mentor Committee

-Current Member of Diversity Committee

Bloomerang Full Service Partner

Florida Nonprofit Alliance Member Consultant

Nonprofits First Affiliate Consultant

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## TRACY VANDERNECK, MSM, CFRE PRESIDENT, PHIL-COM

Tracy is a blogger for NonProfit PRO, the go-to source for nonprofit management and strategy. She serves clients via video conference and phone as a personal Fundraising Coach for Network for Good. She delivers group presentations and webinars for organizations such as: Planet Philanthropy, Manatee Community Foundation, Community Foundation of Sarasota County, CharityHowTo, and Nonprofits First.

