



Simone P. Joyaux, ACFRE

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### **Brief bio**

I enjoy an international reputation as one of the “most thoughtful, inspiring, and provocative leaders in the nonprofit / NGO sector”. My areas of expertise include fund development, board development / governance, strategic planning, and management. On staff, I’ve served as an executive director and chief development officer. As a volunteer, I’ve founded two organizations and have served as board chair and board member of many organizations. I write books, chapters in books, and articles for various publications. I blog regularly. See my website for my Free Download Library, testimonials on my consulting and teaching, and so forth.

### **Position and expertise**

- Principal and Owner, Joyaux Associates, consulting firm that provides advice and counsel to nonprofits / NGOs.
  - The firm’s expertise integrates the various dimensions of the sector: fund development, strategic planning, organizational design and development, relationship building, governance and management, and selected personnel services including coaching and mentoring.
  - Clients include emerging and sophisticated organizations working in all areas of philanthropic endeavor including arts and culture, environment, education, health, human services, and advocacy; also serves government and foundations.
- Faculty, MA in Philanthropy and Development, Saint Mary’s University, Minnesota. (2000 to present)
- Faculty, U.S. Nonprofit Organizations and Philanthropy Program, Rhode Island College (2006 to present)

### **Qualifications**

- More than thirty-five years experience in governance, management, planning, and fund development with nonprofit organizations / NGOs. Areas of expertise are:
  - Fund development (donor-centrism and relationship building, solicitation strategies for annual and capital support, development planning and evaluation)
  - Governance (board development and corporate restructuring, scope of authority and due diligence, role delineation, recruitment, training and assessment)
  - Management (management structure, enabling of volunteers, systems and procedures)
  - Strategic planning (institutional direction, short- and long-term goal setting, visioning, and development of business plans)
  - Relationship building (understanding interests, cultivating and communicating in order to nurture relationships with diverse constituencies)
  - Organizational development (assessment, intervention and organizational design)
  - Market research to support fund development and strategic planning
  - Personnel assistance (job descriptions, performance assessment, coaching and mentoring of chief executive officer, development officer, and key board positions)
  - Advocacy and lobbying regarding public policy

## Awards

- 2010 David E. Sweet Award from Leadership RI, “demonstrating outstanding commitment to the community and inspiring others to serve the community.”
- Rhode Island’s 2003 Outstanding Philanthropic Citizen for “significant contributions made as a volunteer and donor.”
- Rhode Island’s 1987 Outstanding Fundraising Executive for “significant contributions made to the profession.”

## Major achievements – of which I am most proud

- Recognized internationally as one of the nonprofit sector’s most thoughtful, inspirational, and provocative leaders. Develop and present workshops, plenary and keynote addresses all over the world.
- Built own successful business serving clients in various countries by helping nonprofits / NGOS enhance their capacities and make change.
- As a volunteer, founded the Women’s Fund of Rhode Island (2000) and the first version of a statewide arts advocacy organization in Rhode Island (1984).
- Contribute at least 10% of income to charity each year and have bequeathed 100% of estate to charity.
- Facilitated 3-year negotiation for an independent, autonomous baseline fundraising certification program for the international philanthropic sector, CFRE International. (Independence achieved in August 2001.)
- Achieved the credential of Advanced Certified Fundraising Executive (ACFRE) in 1994, one of a few hundred professionals worldwide who holds advanced credential in fundraising.
- First professional development officer hired by Trinity Repertory Company, Providence, RI. Designed and managed comprehensive development function for this regional theatre, increasing annual giving threefold during my tenure. (1981-1988)
- Created successful multi-service community arts agency with ten major programs. (Arts Council Center of Greater Lansing, Michigan, USA, 1975 – 1980)

## Representative board/volunteer positions

I’ve been serving on boards and boards since the beginning of my nonprofit career in 1975.

Planned Parenthood of Southern New England	• <i>Board member 2010 -</i>
Women’s Fund of Rhode Island	• <i>Founder and Chair 2000 – 2007. Board member 2008 - 2010</i>
CFRE International	• <i>Board member 1997 – 2003; Chair, 1999 – 2001</i>
Michigan State University, College of Arts and Letters Alumni Association	• <i>Board member, 1998 – 2001</i>
Family Foundation of North America	• <i>Board member, 1993 – 1998</i>
Rhode Island Arts Advocates	• <i>Founding President, 1984 – 1984; Board member, 1988 – 1990</i>
State Arts Advocacy League of America	• <i>Chair, 1990 – 1991; Board member, 1986 – 1995</i>
1991 RI Governor’s Conference on Library and Information Services	• <i>Planning Committee member and delegate</i>
Association of Fundraising Professionals (AFP), International office	• <i>Officer, 1991 – 1993, 1995 – 1996; Board member 1984 – 1990; member assorted committees, special task forces</i> • <i>Faculty member for various international training programs</i>
AFP Rhode Island Chapter	• <i>President AFP-RI Chapter, 1983 – 1988; Board member 1984 – 1987; Chair conference committee and National Philanthropy Day; member of assorted committees and special task forces</i>

## Representative speaking engagements (See list of hosts and topics on my website.)

- *International Fundraising Congress, hosted annually in The Netherlands by the Resource Alliance, UK*

- *AFP International Conference* (Association of Fundraising Professionals) and *AFP chapters* worldwide.
- Speaker for various national and international associations and diverse professional associations all over North America and elsewhere in the world, e.g., Mexico City, Brussels, Paris, Geneva, The Netherlands, Australia, New Zealand, Italy

### **Books and other publications**

- See extensive Free Download Library at [www.simonejoyaux.com](http://www.simonejoyaux.com). Read weekly blogs and monthly e-news.
- *Keep Your Donors: An Essential Guide to Better Communications and Stronger Relationships*, co-authored with Tom Ahern. John Wiley & Sons, 2008
- *Strategic Fund Development: Building Profitable Relationships That Last*. First edition, 1997; Second edition, 2001; Third edition, published by John Wiley & Sons in March 2011
- Contributor to *The Nonprofit Consulting Playbook: Winning Strategies from 25 Leaders in the Field*, Charity Channel Press, 2012
- Contributor to *(Me)volution*, by Jon Duschinsky and Tony Myers, Civil Society Press, Toronto, 2012.
- *The Fundraising Feasibility Study: It's Not About the Money*, Chapter 12, "Seeking Help – The Benefits and Burdens of Working with a Consultant," editor Martin L. Novom, CFRE. John Wiley & Sons, 2007
- *Nonprofit Quarterly*, [www.nonprofitquarterly.org](http://www.nonprofitquarterly.org)
  - "How to Select and Use a Fund Development Consultant," Fall 2005.
  - "Destroy Your Executive Committee," Spring 2011
  - "Enhancing Attrition or Thank and Release: Firing Lousy Board Members," Spring 2012
- Web columnist for *Nonprofit Quarterly*. [www.nonprofitquarterly.org](http://www.nonprofitquarterly.org), "Unraveling development," 2009 -
- "Voluntary Associations and Voluntary Leadership," *Nonprofit Organizational Culture: What Fundraisers Need to Know*. Jossey-Bass Publishers, Fall 1994
- *Giving RI: Charitable Giving in RI*. Joyaux Associates, 1992, 1993, 1994
- "The Nominating Committee: Effective Tool for Improving the Board," *Fund Raising Management Magazine*, Hoke Communications, January 1991
- *Fund Raising*, part of the *BoardWALK* Training Series, United Way of America, 1986
- *Evaluating Your Organizational Capability as a Service Provider to Artswriters and the Community*; and *Guide to Developing Local Technical Assistance Resources* Issues #3 and #13, Artswriter Publications, U.S. Department of Labor, under contract with A.L. Nellum and Associates, 1981

### **Past experience**

- Partner, Public Works Associates, Rhode Island, 1988-1991, which transitioned into Joyaux Associates.
- Chief Development Officer, Trinity Repertory Company, Rhode Island, 1981-1988. Overall management responsibility for fund development, lobbying and strategic planning for top regional theatre.
- Executive Director, Arts Council Center of Greater Lansing, MI, 1975-1980. Overall design and management of multi-service community arts agencies serving individual artists, arts organizations, and audience members.

### **Education and certification**

- Faculty Academy, Association of Fundraising Professionals, 2000
- Advanced Certified Fund Raising Executive (ACFRE), Association of Fundraising Professionals, 1994
- Executive Leadership Institute, Association of Fundraising Professionals, 1990
- Leadership Rhode Island, 1986
- Undergraduate and MA in English and French, Michigan State University