



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

FACULTY INFORMATION

M. Gasby Brown, MPA

M. Gasby Brown is CEO & Executive Consultant of The Gasby Group, Inc. (TGG). As consultants to philanthropy, TGG is a full service strategic fundraising, communications, and organizational effectiveness firm located in Metropolitan Washington DC. TGG's services include capital campaigns, strategic fundraising and planning, individual major donor campaigns, board recruitment and orientation, board audits, feasibility studies, endowments, direct mail; fundraising audits & plans, special events; spokesperson, crisis communication and leadership coaching. Founded in 2001, the firm's client list represents a cross section of organizations and corporations nationwide.

Brown is a faculty member of the The Fund Raising School (TFRS) at the Indiana University Lilly Family School of Philanthropy where she has taught *Principles & Techniques of Fundraising, Managing the Capital Campaign, Developing Major Gifts, Power Boards/Powerful Fundraising, and Faith & Fundraising*. She is also an adjunct faculty member at Carnegie Mellon University's Heinz College of Public Policy and serves as a trainer on Capital Campaigns for Partners for Sacred Places.

In 2008 she launched "Non-Profit Thursdays", a lunch seminar series for invited nonprofit leaders in the Washington DC Metropolitan area. The series, underwritten by Merrill Lynch/ Bank of America, has received rave reviews from the non-profit community. The Non Profit weekday series is expanding to other cities across the country. Brown has authored 3 books: *Art of Praise, 7 Fatal Flaws of Non-Profit Boards and How To Fix Them and The Seven Qualities of Capital Campaign Success*. She is also completing *The Business of A Spiritual Matter*, specifically written for faith based organizations.

Brown has made her mark as an executive at national organizations such as Greenpeace, National Urban League and the Washington National Opera, bringing innovative and strategic programs that have remained in place. During her tenure at the opera, Brown proposed and developed an innovative national fundraising program to leverage the opera's specific advantages: location in the nation's capital, connections to the international community and Placido Domingo as Artistic Director. At the National Urban League she was instrumental in reconstituting the board of directors and revived the Development Committee which in turn led the successful effort raise \$50 million for a comprehensive campaign, increased Board personal financial participation to 100%, initiated and implemented the "Circle of Excellence" for high net worth African Americans which raised \$1.2 million in six months, increased special event revenue by 300% and revived the premiere publication, "Opportunity" Magazine after a 46 year hiatus.

Brown holds an MPA from Harvard University where she specialized in Communications Management. She conducted advanced research in New Communications Technology at MIT and participated in its renowned Media Lab.