

The Academy for Nonprofit Excellence Is Pleased to Present

Tom Ahern, ABC



Tom Ahern is recognized as one of North America's top authorities on nonprofit and donor communications.

Recent clients include the Southwest Mental Health Center (children's hospital in San Antonio); the New York Community Trust; Roger Williams Park Zoo (capital campaign with a \$35 million goal); Sharp HospiceCare (San Diego); HousingWorks RI (an advocacy coalition that won voter approval of a \$50 million bond to ease the state's affordable housing crisis); the Tucson Symphony; and schools with capital campaigns such as Colgate and Stony Brook universities. He also works with numerous smaller, local charities.

His "Love Thy Reader" workshops win rave reviews at fundraising conferences across the U.S. and Canada. Tom's workshops have trained thousands of nonprofit staff and board in the revenue-building secrets of psychology, marketing, writing, and graphic design.

He founded his consulting practice in 1990, after holding executive communications positions in both private industry and state government. His firm specializes in communication strategies for advocacy organizations, communications audits, capital campaign case statements, direct mail, and donor newsletters that raise more money.

His nonprofit work has won three prestigious IABC Gold Quills, awarded each year to the most effective communications work submitted for judging worldwide.

He is the author of *Raising More Money with Newsletters Than You Ever Thought Possible* (2005, Emerson & Church) and *How to Write Fundraising Materials That Raise More Money: The Art, the Science, the Secrets* (2007, Emerson & Church). His third book from Emerson & Church, on writing a winning case for support, will appear in 2008. Due out in late 2007, from John Wiley & Sons, the premier publisher of books for the nonprofit industry, is a book he co-authored with Simone Joyaux, *Keep Your Donors: The Guide to Better Communications and Stronger Relationships*.

Tom is also an award-winning magazine journalist, for articles on health, women's rights and other social justice issues.

He has his MA and BA in English from Brown University, and a Certificate in Advertising Art from the RI School of Design. His offices are in Rhode Island and France.

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