

Industry & Fundraising Experts to Watch

A vital part of unlocking transformational planned and non-cash gifts for your organization is equipping your team with the educational resources needed to expertly promote your nonprofit and communicate with your donors.

FreeWill has compiled a list of industry and fundraising experts to watch in the areas of philanthropy, planned and non-cash giving, fundraising, and donor communications to support your development and communications teams.

Organizations

National Association of Charitable Gift Planners

The National Association of Charitable Gift Planners (CGP) is a professional association dedicated to advancing charitable giving and the field of gift planning. CGP was founded in 1988 and has grown to be a leading organization for fundraising and philanthropic professionals in the United States.

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National Council of Nonprofits

The National Council of Nonprofits is North America's largest network of nonprofits, comprising more than 25,000 members. The National Council of Nonprofits seeks to strengthen the nonprofit sector by advocating for public policy that supports 501(c)(3) organizations, empowering nonprofits with best practices, and providing networking opportunities.

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The Chronicle of Philanthropy

Since its beginning in 1988, The Chronicle of Philanthropy has become a premier source of news and analysis for philanthropy professionals and leaders in the nonprofit world. The Chronicle covers a wide range of philanthropy topics like fundraising, grantmaking, advocacy, and nonprofit management and is also known for its data and research on nonprofit and philanthropic trends.

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Nonprofit Tech For Good

Since its beginning in 2005, Nonprofit Tech for Good has become a leading digital marketing and fundraising resource for nonprofits. Its website and weekly newsletters provide a wealth of information covering donor acquisition and retention, digital marketing trends, nonprofit best practices, and many other relevant issues.

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[101 Best Practices](#)

Individuals

Dr. Russell James

Dr. Russell James is a renowned expert in philanthropy and fundraising. He is a professor and the Director of Graduate Studies in Charitable Financial Planning at Texas Tech University. Dr. James fuels generosity and mobilizes nonprofits and fundraisers through speaking, writing, and research. To date, his publications have been featured in more than 40 different academic journals.

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[FreeWill Webinar with Dr. Russell James](#)

Patrick Schmitt

Patrick Schmitt, co-CEO of FreeWill, is an entrepreneur and philanthropist who has dedicated his career to building innovative solutions to help nonprofits and individuals maximize their impact. Patrick leads webinars for FreeWill, presenting trends, research, and learnings in fundraising, non-cash giving, planned giving, donor demographics, and donor communications.

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Joan Garry

Joan Garry is a nonprofit consultant, author, and the former executive director of GLAAD. She is known for her expertise in navigating leadership transitions, empowering executive leadership teams, and helping nonprofit teams align on their strategic goals. She also founded the Nonprofit Leadership Lab, an online resource dedicated to supporting small nonprofits that can not afford coaching and consulting services.

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[Blog](#)



Adrian Sargeant

Adrian Sargeant is a well-known scholar and consultant in nonprofit communications, fundraising, and philanthropy and the Co-Director of the Institute for Sustainable Philanthropy. In 2010 he was named to the Nonprofit Times' Top 50 Power and Influence list, identifying him as one of the leading voices of fundraising in the United States.

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[Institute for Sustainable Philanthropy](#)

Doug White

Doug White is a long-time leader in the philanthropic community. As a philanthropist, author, and academic, he has dedicated his career to bettering the field of philanthropy. He has written numerous books, including *Wounded Charity*, *Abusing Donor Intent*, and *Charity on Trial*.

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Gail Perry

Gail Perry is a high-impact author, consultant, and speaker in the nonprofit sector. She has published numerous articles and books on fundraising, including the bestselling book *Fired-Up Fundraising: Turn Board Passion into Action*. After a long career in the nonprofit world, Gail Perry now serves as the Founder and President of the Gail Perry Group.

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Lisa Scott

Lisa Scott is a respected expert in the field of philanthropy and fundraising and the author of the book *The Transformational Giving Playbook: A Practitioner's Guide to Growing Nonprofit Gifts*. With 20+ years of experience in the nonprofit world, Lisa Scott now runs her company, TGP Consulting, to help nonprofits implement the Transformational Giving Playbook.

[TGP Consulting](#)

[The Transformational Giving Playbook](#)



Vu Le

A dedicated advocate for social justice, Vu Le is a highly respected writer and speaker within the nonprofit sector. Known for his blog, Nonprofit AF, he provides a candid and often humorous look at the trials and triumphs of nonprofit work, fostering open conversations about the sector's biggest challenges. Vu Le's insightful commentary continues to inspire and challenge organizations to move towards a more equitable and just society.

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[Nonprofit AF](#)

Beth Kanter

Beth Kanter is a well-regarded author, thought leader, and nonprofit expert. With over three decades of experience in the sector, she specializes in digital transformation, nonprofit leadership, and innovative strategies that foster engagement. She maintains an active presence as a speaker and trainer, delivering workshops worldwide.

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Dan Pallotta

Dan Pallotta is a renowned speaker, author, and humanitarian activist best known for his groundbreaking views on the nonprofit sector and philanthropy. He authored the book "Uncharitable," which challenges the traditional frameworks restricting nonprofits from maximizing their potential.

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