

Tammy Zonker, Fundraising Strategist & Keynote Speaker



"To transform our communities, we must first transform ourselves and our approach to fundraising."



Recognized as one of America's Top 20 Fundraising Experts. Tammy is an inspiring international speaker on the topic of transformational philanthropy and an AFP Certified Master Trainer. Over the past 20 years, she has trained, coached and led nonprofit teams to raise more than a half-billion dollars including a single gift of \$27.1M. Tammy moved to Detroit in 2008 determined to successfully raise money in the most challenging economy in the U.S., and has turned those experiences into strategies, tools and processes for skyrocketing fundraising results in any economy. When not speaking at conferences or fundraising, she's training her online membership community of *Fundraising Transformers*, or leading microlearnings, classes, masterclasses, training intensives, and private workshops and retreats.

Speaker Topics

- **The Influential Fundraiser: how to develop influence and build trust.**

This session explores the psychology of influence and will leave you better equipped to engage donors and tell stories that move people to action. We'll also discuss the ethical and moral responsibility that goes hand-in-hand with this knowledge.

- **Keeping Donors Close in a Pandemic World.**

In this pandemic era, vaccination status and virus safety precautions are concerns for many of us and our supporters. How do we keep donors close and deepen relationships from 6' apart or an internet connection away? This session explores trending strategies and tools for engaging donors in meaningful ways.

- **Your Guide to In-Person & Virtual Story Touring.**

Are you struggling to attract new supporters or engage current ones in this COVID era? This session equips you with a story touring framework to move and inspire people who share a passion for your cause. Whether it's in-person or virtual, a story tour will showcase your mission in thought-provoking and heart-stirring ways.

- **The Intentional Fundraiser: a system for high performance.**

Too often the important work of donor development comes second to the urgent work of events and grant deadlines. Likewise, the constant barrage of incoming email, internal meetings and zoom calls can distract us from the important work of major gifts. Whether you're a one-person development office or manage a team of fundraising pros, The Intention Fundraiser is a system for high performance that will equip you and your team to focus, prioritize and achieve your goals.

- **Storyliving: Creating Transformational Donor Experiences.**

They are not your donor. You are their cause. This Storyliving session explores the donor journey through their eyes. You'll leave this session equipped with an understanding of major donor persons and how to leverage them to create transformational donor experiences that inspire significant investment in your shared mission.

To hire Tammy, contact: tammy@fundraisingtransformed.com or 260.438.9325.

What Others Are Saying



"Tammy has been one of the most in-demand speakers at AFP International Conference, AFP Congress and elsewhere for several years. She gets great reviews, and standing room only in her sessions. In a couple of words I'd describe her presentation style as practical how-to and inspiration. Her content is always fresh and innovative and she is considered a true fundraising thought leader."

Penelope Cagney

President, The Cagney Company

Speaker & Author, Global Fundraising - AFP Skystone Partners Prize in Research Winner 2015

"If there are two speakers and one is Tammy Zonker, I go to hear Tammy. If there are 50 speakers and one is Tammy, I go to hear Tammy. Her work is SO clever. Her results are SO exceptional. She always inspires me. And she is always worth my time."

Tom Ahern

Ahern Donor Communications

Donor Communications Expert, Speaker & Author

"I'm honoured to endorse Tammy as a great and compelling speaker. She's a fantastic storyteller, really intelligent and uber-entertaining as well."

Harvey McKinnon

President, Harvey McKinnon Associates

Direct Mail Expert, Speaker & Author

"Tammy's session rated the highest out of the 25 presentations we hosted at the Fundraising Ireland National Conference. She was inspiring and engaged our delegates powerfully. I whole-heartedly endorse her speaking ability."

Scott Kelley

Fundraising Ireland Business Manager & Conference Organizer

"Tammy Zonker is at the top of her game. She is an accomplished speaker who can enchant an audience with her professionalism and charisma. And, she's a masterful, expert fundraiser. You don't often have those two qualities in the same person. She's terrific, and fun to work with too!"

Gail Perry

Fired Up Fundraising

Philanthropy Expert, Speaker & Author

Speaking Calendar



Keynotes, Events & Conferences

Oct. 27-29, 2022 Nonprofit Storytelling Conference, San Antonio, TX
Oct. 10-12, 2022 Panas Institute for Charitable Giving, Cincinnati, OH
Jun. 5-7, 2022: Panas Institute for Charitable Giving, Costa Mesa, CA
May 2022: Creative Partnerships Australia Masterclass National Tour (Sydney, Melbourne, Brisbane, Queensland & Perth)
Nov. 19, 2021: AFP Alaska, National Philanthropy Day Keynote Speaker (virtual)
Nov. 1-3, 2021: Nonprofit Storytelling Conference Keynote Speaker, San Diego, CA
Oct. 26th, 2021: AFP Global Emerging Leaders Workshop, Virtual
Oct. 4-6, 2021: Panas & Linzy Institute for Charitable Giving, Costa Mesa, CA
Sep. 21-23, 2021: Western Canada Fundraising Conference Keynote Speaker & Masterclass leader (virtual)
Sep. 13-15, 2021: Panas & Linzy Institute for Charitable Giving, Nashville, TN
Jul. 14, 2021 Boys & Girls Club of America National Resource Development Conference Keynote Speaker (virtual)
Jun. 16, 2021: Creative Partnerships Australia, Virtual
Jun. 9-11, 2021: Festival del Fundraising Italy, Virtual
Apr. 22, 2021: AFP Memphis Chapter Keynote, TN Virtual
Apr. 21, 2021: Creative Partnerships Australia, Virtual
Apr. 19, 2021: AFP Hudson-Mohawk Chapter, NY Virtual
Jan. 19, 2021: AFP Alaska Chapter, Anchorage AK Virtual
Jan. 7, 2021: AFP Eastern Oklahoma Chapter, OK Virtual
Jan. 22, 2020: Happy You Year, Ontario, CA
Nov. 24-27, 2019: AFP Congress, Toronto, CAN
Nov. 15, 2019: AFP Anchorage Chapter Keynote, Anchorage, AK
Oct. 28-30, 2019: Nonprofit Storytelling Conference, San Diego, CA
Aug. 22nd, 2019: AFP Wisconsin Statewide Fundraising Conference, Milwaukee, WI
Aug. 15, 2019: AFP In-Michiana Fundraising Institute Keynote, South Bend, IN
Jun. 17-19, 2019: Panas & Linzy Institute on Giving, Detroit, MI
May 4-5, 2019: Aga Khan Foundation Conference Keynote, Houston, TX
Apr. 11, 2019: MI Society for Healthcare Planning & Marketing Conf. Keynote, Lansing, MI
Apr. 3-6, 2019: North American YMCA Development Organization, Indianapolis, IN
Mar. 27, 2019: AFP Greater Dallas Keynote, Dallas, TX
Mar. 7, 2019: AFP Greater Charlotte Keynote, Charlotte, NC
Feb. 22, 2019: AFP First Coast Chapter Keynote, Jacksonville, FL

Social Media

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Hire Tammy to keynote your next event

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