



**Linda C. Hartley, MBA**  
**President**

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Hartley Consulting, Inc. provides nonprofit organizations with the development and management tools to build leadership, increase support, and generate lasting social impact. Our approach combines creative problem solving with strategic thinking, management, and fundraising to achieve bottom-line results. We have helped raise over \$600 million for over 40 nonprofits, including four simultaneous capital campaigns totaling over \$100 million.

**Services**

- Capital Campaigns
- Major and Planned Gift Programs
- Strategic Planning
- Board and Staff Recruitment and Training
- Operations Management and Restructuring
- Board Development and Governance

**Methodology**

- Commit fully to the organization's mission
- Provide only senior-level counsel, service, and accessibility
- Offer innovative approaches to solve problems
- Focus on performance and the bottom line
- Build leadership capacity for the long term

**Focus on Effectiveness**

An effective nonprofit is relevant, strategic and supported, with strong leadership, a clear, distinctive and compelling mission, quality high-impact programs with both measurable and anecdotal results.

We believe fundraising success hinges on relationships, numbers, and leadership that not only drives but also supports the organization's strategic agenda. Hartley Consulting focuses on all three essential elements with every client to meet or exceed fundraising goals, build successful development programs, develop strategic positioning and case statements, engage major gift and planned gift prospects, and conduct pre-campaign studies and capital campaigns.

Long-term effectiveness relies on the vision and strength of leadership to prepare for successors and establish the context for future support. Hartley Consulting has substantial expertise in working with leadership to build greater support through board and management assessment, governance, re-structuring, planning initiatives, recruitment and coaching.

**Our Approach**

We combine creative problem solving with the fundamentals of fundraising and management to achieve bottom-line results. We integrate our work with the theory and practice of **Appreciative Inquiry**, developed by David Cooperrider of Case Western Reserve University. A proven, assets-based methodology in organizational development in the both the independent and corporate sectors, the appreciative approach recognizes that:

- An organization grows in the direction in which it focuses attention
- People support what they help to create
- Higher levels of innovation come from a strengths-based approach to planning and development
- The perspective from which a project is framed significantly affects the outcome
- Change is profound and lasting when all stakeholders participate in envisioning, designing, and implementing the change

**Campaigns**



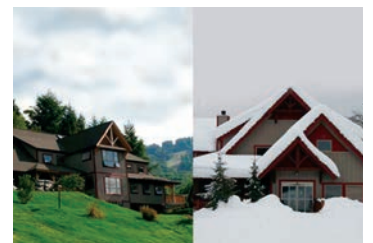
**College of New Rochelle**  
 \$60 million building campaign



**Theatre For A New Audience**  
 \$61 million building and endowment campaign



**Gillen Brewer School**  
 \$4.02 million building campaign



**Adaptive Sports Foundation**  
 \$4.5 million building and endowment campaign



# HARTLEY CONSULTING, INC.

*Strategic Development & Management for Nonprofits*



*Linda C. Hartley* offers an integrated approach to planning and development that is informed by an MBA in management from NYU and more than 30 years experience in fundraising, volunteer leadership, capital campaigns, and managing development and communications programs for both large and small nonprofit organizations.

Prior to establishing Hartley Consulting, Ms. Hartley was Vice President for External Affairs at The Cooper Union for the Advancement of Science and Art, responsible for raising \$7-8 million annually, recruiting and restructuring a staff of 30 and developing plans for a \$200 million capital campaign. As Associate Vice President of Bard College she helped plan and implement a \$134 million capital campaign; reconstituted the College's planned giving

program; built an advisory board and established the first professional development operation for Bard Graduate Center, increasing its annual giving from \$375,000 to \$1.2 million in the first 20 months.

As associate dean at Columbia University's School of Engineering and Applied Science, she led a staff of seven responsible for raising \$6 million annually; increased the annual fund by 10% in the first 18 months and developed a plan for \$50 million capital campaign. Previously, she led development, campaign and major-planned gift efforts at the New School, The New York Public Library, and New York University.

## Hartley Consulting Associates

*Patricia Caesar*, Special Counsel

*Susan Vitucci*, Development Writer, Planning & Program Consultant

*Jeffrey Lischin*, Grant Writer and Education Consultant

*Michelle Risley*, Editor, Writer, and Development Director

*Shannon Connelly*, Adviser and Writer

## Selected Campaigns and Projects

Strategic planning and leadership trainings:  
El Museo del Barrio and the CUNY City College Architecture School (both sponsored by the Rockefeller Brothers Fund), Theatre for a New Audience, Neighbors Together, Bronx Museum of the Arts, New York Junior League, Sakhi for South Asian Women, Hispanic Resource Center of Mamaroneck, The College of New Rochelle



Common Cause – Developed first major gift initiative for a national organization dependent on direct mail support; helped raise \$525,000 in new support in the first 12 months.

New School University – Helped plan \$200 million campaign, develop major and planned gift strategies, complete final \$30 million.

Bethel Woods Center for the Arts – Development assessment and implementation; assisted in creating a new nonprofit within an ongoing \$15 million enterprise, conceived new mission and positioning statement; developed concepts for anniversary celebration and new teaching institute; managed staff and created the first development operating plan; recruited the first board with the CEO, confirming \$400,000 in new annual board commitments.

## Linda C. Hartley Teaching & Training

Adjunct Assistant Professor, NYU, M.S. course: *Philanthropy and Fundraising: Theory and Practices*

Seminars on nonprofit ethics, advocacy and the law

Board governance and recruitment seminars and webinars on board development

## Volunteer Leadership

Board Vice President, Development  
New York Women's Agenda

Co-Chair, Nonprofit Leadership Summit

Former Board President  
Women in Development, New York

Former Board Vice President  
Governance and Public Policy,  
Association of Fundraising Professionals  
– Greater New York

## Strategic Learning Series

Training seminars for executives, staff and volunteer boards. Leadership Training for nonprofit boards.

## Selected Clients

American Ballet Theatre  
American Technion Society  
Arc of Westchester  
Bard College  
Bethel Woods Center for the Arts  
Brady Center to Prevent Gun Violence  
Bronx Museum of the Arts  
Cherry Lane Theatre  
College of New Rochelle  
Common Cause  
Hunter College Campus Schools  
International Women's Health Coalition  
Leake and Watts Services  
Legal Services NYC  
Manhattan School of Music  
The Ms. Foundation for Women  
El Museo del Barrio  
National Urban League  
New School University  
Publicolor  
St. Bartholomew's Church  
Woodstock Public Library  
YMCA of Greater New York

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