

Passionate About Excellence in Nonprofit Management

PROFESSIONAL BIOGRAPHY



Barbara Talisman is President of Talisman Associates, Inc. Talisman Associates, Inc. is a full service consulting firm working with nonprofit organizations. The firm provides hands-on fund raising, board development, training and executive coaching to nonprofit organizations.

Barbara has been in the development field since 1983. Her experience ranges from corporate sponsorships and special events to board/membership development, grant writing and major gift solicitation. In addition, Barbara provides expertise in social media strategies, volunteer, staff development and training.

Barbara teaches a variety of topics and has been a guest speaker at conferences in North America, Europe the United Kingdom and Australia. Barbara began her fundraising experience on the campaign trail for national and local political candidates. Her nonprofit experience began at the American Heart Association and continued at the Anti-Defamation League.

Barbara has published articles in *Fund Raising Management*, *Fundraising Success*, *Association Forum*, *Fund Raising Institute*, *Advancing Philanthropy* and *Clout*. She shares resources, information and inspiration on her blog, *Talisman Thinking Out Loud* and Twitter and is an Expert author on *EzinesArticles.com*. Barbara has been profiled in *Entrepreneur Magazine*, *Today's Chicago Woman*, *Crain's Chicago Business* and *Chicago Tribune*.

Barbara holds a Bachelor's degree from Case Western Reserve University. She has continued her education through workshops and classes at BoardSource, The Institute for Charitable Giving, Vanderbilt University, Association of Fundraising Professionals (AFP) regional and international conferences and Indiana University School of Philanthropy. Barbara is one of less than 200 AFP Master Trainers worldwide.