



Carolyn M. Appleton
February 2023

Carolyn M. Appleton has more than 35 years of hands-on nonprofit fundraising and communications experience across Texas and beyond. Her mission is to help organizations, communities, donors, and volunteers attain their fundraising, digital communications, and public relations goals in the most efficient, thoughtful, high-quality manner possible. Carolyn has raised more than \$34 million and she is known for tackling seemingly impossible major gift campaigns and turning them into success stories. Carolyn strives to inspire nonprofit organizations of all sizes and to help them learn what it takes to launch and succeed with major gift fundraising.

Carolyn's primary professional affiliation is with NTEN: Nonprofit Technology Network. She has always followed technology trends and has readily adopted new technologies in her nonprofit work with an eye to doing more with less. Carolyn's father worked on Apollo 11 in Houston, and he was the leader of an early team of engineers at NASA focused on sending men to Mars. Technology and a "can do" attitude were integral parts of her upbringing. Carolyn launched Carolyn's Nonprofit Blog with the encouragement of NTEN in 2011, and it is visited by more than 100 nations annually. From 2016 to 2021, Carolyn was the lead volunteer organizer of Nonprofit Tech Club Austin, a partnership between NTEN, TechSoup and Capital Factory. Based upon its success, the club has become TechSoup Connect Texas with a statewide reach. She also helped create the TechSoup disaster preparation and recovery course for nonprofits (available online).

Carolyn was elected to The Honor Society of Phi Kappa Phi during graduate school, and she continues as a member today. Founded in 1897, Phi Kappa Phi is the nation's oldest, largest, and most selective collegiate honor society for all academic disciplines. Carolyn entered college as a member of NHS: National Honor Society, and an award-winning choral student via UIL: University Interscholastic League. She holds two degrees from The University of Texas at Austin, a B.A. With Honors in Middle Eastern Studies and an M.A. in American 19th Century Art. Carolyn received the Meredith Long Scholarship and authored and co-authored scholarly publications while still attending graduate school. Carolyn was elected to membership in the National Society, Daughters of the American Revolution in 2010, and she has five documented American Revolutionary War ancestors, one of whom was responsible for the success of the Crossing of the Delaware.

Carolyn has received awards for her professional and volunteer work from such organizations as Texas Nature Conservancy, BRIT: Botanical Research Institute, AMST: Art Museum of South Texas, Rob and Bessie Welder Wildlife Foundation, and NTEN: Nonprofit Technology Network. Today, she devotes time to mentoring grant seekers and aspiring nonprofit fundraisers across the nation via Carolyn's Nonprofit Blog, volunteering for Citizens' Climate Lobby Austin Chapter (since 2017), ONE Campaign (since 2012), and she is a TechSoup Ambassador (since 2022). Carolyn has been invited to speak about her work and research by such organizations as ADRP: Association of Donor Relations Professionals; AFP: Association of Fundraising Professionals; Bloomerang; Crescendo Interactive; GPA: Grant Professionals Association; Nonprofit Ally; NTEN: Nonprofit Technology Network; Qgiv; Rotary International; Sam Houston State University; TechSoup; and Friends of the Texas Historical Commission.

