

NONPROFIT ESSENTIALS

Major Gifts

Julia Ingraham Walker



John Wiley & Sons, Inc.

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This book is dedicated to those hundreds of thousands, perhaps millions, of caring individuals who opened their hearts to the victims of Hurricane Katrina. If there was ever a time when philanthropic actions toward others (often unknown and unnamed others) defined the American character, the hurricanes of 2005 and their aftermath proved to be that moment.

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The AFP Fund Development Series is intended to provide fund development professionals and volunteers, including board members (and others interested in the nonprofit sector), with top-quality publications that help advance philanthropy as voluntary action for the public good. Our goal is to provide practical, timely guidance and information on fundraising, charitable giving, and related subjects. The Association of Fundraising Professionals (AFP) and Wiley each bring to this innovative collaboration unique and important resources that result in a whole greater than the sum of its parts. For information on other books in the series, please visit:

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About the Author

Julia Ingraham Walker holds a BA and MA in English from Tulane University in New Orleans and an MBA from Rollins College in Florida. Her initial marketing expertise was formed during 10 years as a professional in college admissions, first at Tulane and then as director of admissions at Rollins. In 1985 she returned to New Orleans and began a career in fundraising that has spanned 20 years and numerous positions ranging from annual fund to major gifts.

In 1990, Ms. Walker was appointed vice president for institutional advancement at her alma mater, Tulane, where she served until 1998. In this position she supervised over 100 employees in the advancement area and directed the university's \$250 million capital campaign. Tulane's campaign raised over \$75 million for endowment as well as providing the resources for construction or major renovation of eight campus buildings. In 1994, Ms. Walker was named Outstanding Fundraising Executive by her peers in the New Orleans chapter of the Association of Fundraising Professionals (AFP).

Ms. Walker has been active as an independent fundraising consultant since 1998 and has conducted and advised campaigns that total over \$600 million. Her clients include a wide range of nonprofits, from museums and schools to grassroots community organizations. She has helped to manage capital campaigns for clients in religion, healthcare, the arts, historic preservation, low-income housing, K-12 education, universities, and research. Her areas of expertise include campaign feasibility studies, campaign planning and implementation, and nonprofit management, including management and training of nonprofit staff, volunteers, and boards.

Recently Ms. Walker has faced some new challenges in the advancement enterprise through helping nonprofits in the Gulf South recover from the devastation of Hurricane Katrina.

About the Author

Ms. Walker is a member of AFP and has participated in numerous conferences and workshops on fundraising topics. The mother of two sons, Jacob and Benjamin, Ms. Walker is married to Cedric Walker, a professor of biomedical engineering at Tulane University.



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