

Keynote Speaker



Josh Birkholz, CEO of BWF and Chair of the Giving USA Foundation

Prospect Development during Changing Times
We've seen some of the most significant changes in philanthropy over the last few years. Among them are shifts in the economy, donor behavior, declining donor counts, and a growing sophistication among the wealthy. The landscape continues to change. Can Prospect Development rise to meet new expectations? Join Josh Birkholz, CEO of BWF and Chair of the Giving USA Foundation board, as he presents the latest trends and gives his take on ways you can spark an acceleration in giving and enhance the experience for donors.

Biography

Josh Birkholz is the CEO of BWF, the nonprofit service and technology company known for its innovations in elevating philanthropy around the world. Josh is a leader in big philanthropy and an architect of the business of fundraising. In his 25+ years in the charitable sector, Josh has led the establishment of data science in fundraising, developed high ROI operational infrastructure, guided fundraising through challenging economic conditions, and crafted authentic approaches to high net-worth giving.

He is the author of the books Fundraising Analytics (Wiley, 2008) and Benefactors (Wiley, 2022). Josh is also a contributor to the books A Kaleidoscope of Prospect Development and Return on Character. He is the Chair of the Board of the Giving USA Foundation and an instructor at the Rice University Center for Philanthropy and Nonprofit Leadership. He earned the Crystal Apple Award for Teaching Excellence from CASE and the Apra Visionary Award for his innovation in applying data science to fundraising.