

About your Speaker, Wayne Olson



Wayne is the president of Wayne Olson Consulting LLC where he advises corporations and charities on fundraising, sales, customer service and building stronger relationships with customers and constituents. He is a leading expert on planned giving and donor relations. He is an attorney with more than 20 years' experience in the nonprofit sector and has worked with donors on tens of millions of dollars in donations and helped countless nonprofits build effective and dynamic planned giving programs.

He is a sought-after trainer and speaker on motivation, sales, leadership and employee morale. He provides training through seminars, retreats, and ongoing consultation. In 2014 *Fundraising Success Magazine* honored him by awarding Wayne "The Most Inspirational Speaker of the Year" award.

He is the author of four books including, *The Disney Difference*, which shows how to apply Disney-like principles to creatively improve your career and organization. In 2019 AFP International will release *How to Give a Great Speech or Presentation* book as part of its Ready Reference Series. Later this year, Wayne will publish two more books, *You Matter*, and *Fifty Essential Things Every Non-Profit Board Member Needs to Know*. These complement his other works, *Big Gifts, Small Effort*, and *Think Like a Donor*.

Wayne has worked as a consultant or trainer for dozens of charities in Canada and the U.S. In addition, hundreds of charities depend on Wayne to broaden and grow their fundraising. They use his writing in their websites, magazines, brochures and newsletters. He has been published in many periodicals including *Planned Giving Today*, *Advancing Philanthropy*, *256 Magazine*, and has twice been featured in the *Chronicle of Philanthropy*. He also writes a regular column for the AFP called, "Hey Wayne."

Wayne has spoken to AFP International Conferences, NASA, AFP Congress Toronto, Space and Missile Defense, Synovus Bank, Leadership Huntsville, Rotary statewide conferences, Nonprofit University, National Philanthropy Day and many more.

Wayne has served on the boards of three charitable organizations and volunteers for several more. Wayne earned his undergraduate degree from the University of Florida and his law degree from Stetson University College of Law. He is an Eagle Scout and the father of two Eagle Scouts.

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