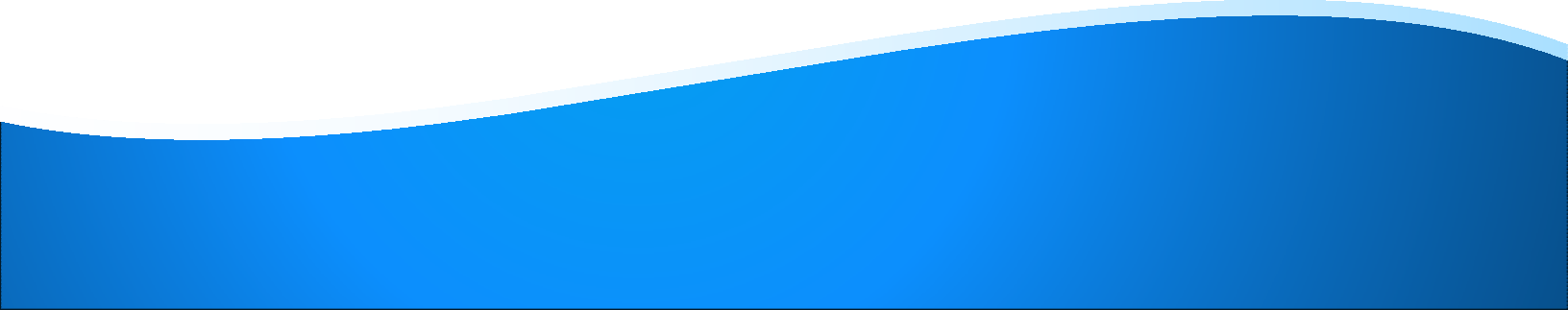


# **MOONSHOT LEADERSHIP: Catalyzing an Enduring Non-Profit Brand (Against All Odds)**

## Colleen Townsley Brinkmann, a highly regarded non-profit industry strategist and former Chief Philanthropy Officer for North Texas Food Bank (NTFB), has authorized a new book titled, *Moonshot Leadership: Catalyzing an Enduring Non-Profit Brand (Against All Odds*). This book offers an inside look at the rise and sustained success of NTFB, highlighting key lessons and insights that are applicable to all leaders with a vision and need to mobilize others. The book includes Reflection Discussion exercises**.**

## Recently, Brinkmann joined CMP as the Senior Consultant, Purpose-Driven Strategy, and Brand. In this role, she provides strategic service to purpose-driven non-profits, businesses, and corporations.



CMP is a talent and transition firm in the business of developing people and organizations across the full talent life cycle – from talent acquisition and leadership development, to organization development and career transi- tion support. To learn more, give us a call today at 800.680.7768 or request more info.

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| **MOONSHOT LEADERSHIP WILL BENEFIT:**Nonprofit CEOs and executives  * Development leaders & gift officers * Marketing & Communications leaders * Grant writers * Volunteer program leaders * Non-profit board members * Prospective non-profit board members * Social entrepreneurs * Corporate Social Responsibility leaders * Businesses with non-profit clients & partners * Students & anyone driven to achieve transformational impact  The Moonshot Leadership, practiced and exhibited by NTFB, led to a **588%** increase in public support between 2004-2018 (2.6 million-17.9 million), a successful capital campaign realizing over **$55 million**, and, most importantly, the **reduction** of food insecurity in a region larger than many countries. | **TESTIMONIALS:** Jan and Colleen’s combined talents grew the North Texas Food Bank (NTFB) into a leading impact organization which currently provides over **70 million** nutritious meals annually and aims to provide **92 million** by 2025. Colleen's journey, as explained in her book, is intimate and engaging, and explains the source of her passion for both helping those at the front lines as well as inviting others to **join the mission.**  **-Katherine Perot Reeves, Civic Leader** *A* ***must-read*** *for anyone in business or nonprofit…What happened at the North Texas Food Bank is as remarkable as planting your flag on Everest without the aid of a compass.*  **-Anurag Jain, Chairman, Access Healthcare**  Colleen is a **natural-born leader**, communicator, and connector with a background that exhibits inclusion, diversity, and tremendous concern for others. It was an honor to work with her at the North Texas Food Bank…  **-Preston Pearson, Five-time Super Bowl Participant with two Championships, Baltimore Colts, Pittsburgh Steelers, Dallas Cowboys** |
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