



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

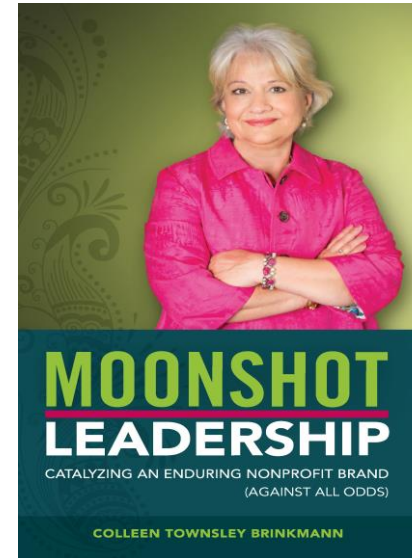
Colleen Townsley Brinkmann, a highly regarded non-profit industry strategist and former Chief Philanthropy Officer for North Texas Food Bank (NTFB), has authorized a new book titled, *Moonshot Leadership: Catalyzing an Enduring Non-Profit Brand (Against All Odds)*. This book offers an inside look at 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.

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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