

Scaling Up Microfinance



Customer Acquisition - Reaching and Retaining Your Customers Webinar November 8, 2013

Presenter Bios

Ginger McNally is Senior Vice President of the Strategic Consulting team at Opportunity Finance Network. With the Strategic Consulting team, Ginger provides consulting services to community development financial institutions and their partners, including foundations and banks, to help them improve their financial, operational, and management performance.

Ginger founded Mission + Money Matters, a consulting firm that supports the growth and innovation of community investment strategies domestically and internationally. She has extensive experience in community development work having served as Chief Executive Officer of the Santa Cruz Community Credit Union, an innovative \$86 million community development credit union, and its affiliated nonprofit, Santa Cruz Community Ventures. She also designed and implemented a national infrastructure for Catholic Relief Services in El Salvador in order to create access to credit and technical assistance for over 4,000 entrepreneurs.

Ginger has a Master of International Public Administration with a specialization in International Economic Development from Monterey Institute of International Studies. She pursues her commitment to global equity and ending poverty by serving on the Board of Trustees of Freedom from Hunger and as Chair of the Audit Committee of the Firelight Foundation.

Maria Semple is the principal of The Prospect Finder. An experienced researcher, trainer and frequent speaker, she consults with nonprofit organizations, small business owners and financial services firms interested in finding their best prospects for long-term business relationships. She authored two interactive e-books, *"Panning for Gold"*, which include an extensive compilation of research resources. Maria is a regular monthly contributor to the Tony Martignetti Nonprofit Radio Show, available on iTunes.

She is a member of the *Association of Fundraising Professionals*, the *Financial Planning Association*, the *Financial Women's Association* and *Women In Development of Mercer County*. Speaking engagements include: *Merrill Lynch*, *Association of Professional Researchers for Advancement*, *The Support Center for Nonprofit Management*, *Fund Raising Day in New York*, the *Mid-Atlantic Researchers Conference*, *New Jersey Conference on Philanthropy*, *New Jersey's Nonprofit Symposium* and the *Association of Fundraising Professionals (NJ)*. She has contributed her expertise to the Craigslist Foundation and has presented her prospecting seminar at New York University, Brookdale Community College, Mercer County Community College, Bergen County Community College and County College of Morris. More recently, Maria is lending her expertise as an Advisory Council member to Fairleigh Dickinson University as they develop their "Center for Excellence in Leadership, Governance and Philanthropy", launching in 2012.

In 2009, The Prospect Finder became a Constant Contact® Solutions Provider, enabling Maria to assist small business owners and nonprofits with their email marketing needs. As a Constant Contact *Authorized Local Expert*, Maria is available to speak on the topic of best practices in email marketing and social media.

Prior to her work in this field, she was a securities dealer in the investment banking industry. Maria successfully completed an intensive Grant Proposal Writing Workshop conducted by The Grantsmanship Center in New York, NY. She is a graduate of Douglass College.