



Jackie W. Franey, CSPG, CAP®

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A CGP Hall of Fame recipient offering more than 30 years of planned giving expertise attaining and exceeding philanthropic goals and organizational objectives, Jackie W. Franey is the founder of JW Franey Consulting, LLC. She previously served as the Director of Gift Planning Fundraising at The Nature Conservancy where she was responsible for the management and leadership of an experienced team that secured over 1,900 planned giving commitments and more than \$200 million a year in deferred gifts. Prior to joining TNC, she worked at the DMA, BNY Mellon Wealth Management, Communities Foundation of Texas, and Children's Medical Center. Ms. Franey also served as the Director of Planned Giving for the American Heart Association – National Center for ten years and was responsible for implementing a centralized marketing program that generated more than \$100 million in annual income.

Jackie has served in leadership positions including past president of the North Texas chapter of the National Committee on Planning Giving, former national board member for the National Association of Charitable Gift Planners, served on the Steering Committee for the Leadership Institute and former editorial advisory board member of *Planned Giving Today*. She has been a national speaker and presenter and enjoys mentoring others in the planned giving profession. Jackie is a Certified Specialist in Planned Giving (CSPG), a Chartered Advisor in Philanthropy (CAP) and completed the Certificate Program in Financial Planned at Southern Methodist University. She lives in Carrboro, North Carolina with her husband David and German Shepherd Grey.