



Kristina Joy Carlson

Transformational Philanthropy Expert
Speaker | Author | KIND Method Founder

SPEAKER KIT



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WHY KRISTINA JOY CARLSON...

Kristina Joy Carlson knows: No matter what the world is throwing at us, there is ALWAYS something we can do to move toward our desired outcomes. **A sought-after speaker and co-author of the best-selling Essential Principles for Fundraising Success**, Kristina doesn't just help organizations raise billions; she **facilitates the transformation of people's lives, organizations, and the world through outrageous kindness.**

WHAT TO EXPECT...

Here's what you can expect from Kristina Joy Carlson:

- Training and presentations will be professionally prepared and dynamically delivered, customized to focus on achieving the outcomes you want with your audience.
- Speeches will be customized to suit your theme.
- Hosted events will be fun and high-energy, keeping the crowd engaged.
- A personal phone consultation prior to your event, so Carlson can better understand how she can best serve you and your audience.
- Prompt, professional replies to your phone calls and email messages.

MEET KRISTINA

Three decades in global philanthropy and entrepreneurship and a five-year gauntlet of personal loss have taught Kristina that she always has control over her **purpose, perspective, and actions**. Leveraging that wisdom, she helps nonprofit institutions across the globe raise **billions of dollars to maximize their impact**, including Habitat for Humanity International, World Vision International, and Susan G. Komen.

Founder of the KIND Method and Managing Director of Global Philanthropy at Carter, Kristina guides transformational capital campaigns, advises on 8-figure gifts and grants, creates bespoke training programs, and develops **innovative technologies** for some of the world's largest nonprofit organizations. She also helps **maximize the philanthropic engagement** of former US Presidents and other heads of state, Fortune 500 CEOs, Forbes 400 individuals, faith leaders, celebrities, and everyday people. Kristina has a personal practice of **Outrageous Kindness**, resulting in profound life lessons and hilarious stories in nearly equal measure.

With her guidance, **individuals, corporate executives, teams, and organizations** alter their mindsets, change their processes, and master the necessary skills to overcome trauma, apathy, and other challenges to move forward toward their goals. She disrupts corporate thinking and challenges cultures of assumptions that stand in the way of success. With Outrageous Kindness, she puts companies on a path toward a tripe-bottom-line that maximizes ESG (Environmental, Social, and Corporate Governance) and values people, the planet, and profits.



OUTRAGEOUS KINDNESS



Driven by Outrageous Kindness, the practice of **recognizing and acknowledging the inherent value** of the people with whom you interact, and listening from that perspective, Kristina's signature KIND Method is grounded in a four-pillared approach:

**Know More,
Identify Your Impact,
Normalize Change,
Deliver, and
dance!**

Kristina's KIND Method creates tools to shift your perspectives and look at data with fresh insights. By teaching the KIND Method, Kristina helps individuals and organizations achieve sustainable success by asking hard questions, better defining success, being empathetic, normalizing change, and creating meaningful impact.

Through her roles at Carter Global, Ketchum, and FundraisingINFO.com, Kristina has coached executive leaders, guided thousands of organizations worldwide on major philanthropic campaigns, and built successful, innovative companies.

Her mission is to inspire leaders, philanthropists, and everyone to define and take mission-critical actions, create accountability systems, and experience the transformational magic of Outrageous Kindness.

With a master's degree in Community Economic Development from New Hampshire College, Kristina lives in Oxford, Mississippi, where she cheers on the Ole Miss Rebels, hits yellow balls, and starts each morning with Tazo Awake black tea and a quick round of Plants vs. Zombies.

TESTIMONIALS

“As we know, the higher you go, the less honest and critical feedback you get. Kristina was relentless in the best way in asking hard questions and pushing me to be a better leader.”

- Shanna Marzilli, CEO Plan International USA

Kristina helped us face some hard truths concerning our opportunities, and our capacity. She leads with a firm hand that was filled with grace. She guided us, while allowing us to find within ourselves the decisions that would best elevate the community we serve, for its highest good. Kristina has a keen eye for finding a person's strength. She is a leader I not only want, but am willing to follow, with any project, anywhere, any time.

- Becca Finley, Creative Director/Producer & Audience Engagement Specialist

Kristina Joy Carlson's talk was a game-changer. Her message about disrupting the culture of assumptions hit home, reminding me that fear of failure and comfort in planning can hinder performance. She inspired me to embrace the discomfort, and to quit planning and start doing. Her approach to transformative change through Outrageous Kindness is both refreshing and impactful. Highly recommended for any leader seeking to propel their organization forward.

- Erin T., Messaging Specialist

Kristina's questions made me pause and reflect on where my focus lies as a leader. Her insights into the challenges leaders face—handling employee retention, disagreements, and negativity—resonated deeply with me. Her emphasis on the need to shake things up and embrace disruption with honesty and kindness was both refreshing and empowering. I left feeling inspired into action to challenge the status quo.

- Whitney M., PR Specialist

POPULAR KEYNOTES

Outrageous Kindness for Transforming your Life, Your Organization, and the World: Introducing the KIND Method



THE KIND METHOD for Purpose-Driven People and Organizations

Carlson seeks to collaborate with a diverse audience, including CEOs, entrepreneurs, elite individuals, philanthropists, and purpose-driven young people. By instilling the principles of Outrageous Kindness, Carlson aims to create a ripple effect of positive change across various sectors.

The Transformational Journey

Carlson's journey, marked by decades of experiences launching and transforming businesses, organizations, and teams while facing personal challenges such as battling cancer and coping with significant losses, serves as the foundation for her teachings. Her resilience and commitment to leading by example showcase that circumstances cannot dictate one's perspective and purpose.



Engaging with the KIND METHOD

Carlson invites individuals and organizations to engage with the KIND Method by participating in workshops, mastermind sessions, retreats, and exploring her upcoming book and podcast. By implementing the principles of Outrageous Kindness, Carlson believes that anyone can make a meaningful impact on the world.





TALKING POINTS

- **The KIND Method** and how Kristina has utilized it in million and billion-dollar organizations
- Her personal practice of **asking for something every day** and what it's taught her
- The three things we can all control and how to utilize them in life and business
- The massive ROI available to **triple-bottom-line organizations** that focus on **profits, people, and the planet**
- How companies can shift their perspectives to become triple-bottom-line organizations
- How to practice **Outrageous Kindness in all your interactions**
- Understanding the true potential of your **impact**
- The power of **listening to build powerful and cohesive relationships** and teams
- How to listen to and form partnerships with people you don't agree with
- Getting good at **asking for what you need**
- **Staying connected to hope and purpose**, even in the face of loss
- The connection between **advice and money** and knowing which one to ask for



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FEES

Carlson's speaking fees vary depending on the topic, duration, and audience size.

Please inquire for exact rate.

FEES ARE CUSTOMIZABLE AND NEGOTIABLE

ADDITIONAL CONSIDERATIONS:

When deciding to book Carlson, here are some additional things to consider in your budget.

- Event Admission tickets
- Airfare
- Ground Transportation/ rental car
- Meals & Gratuities: Per diem \$100/day
- Hotel Accommodations
- 4-star hotel or higher
- Ground transportation to hotel
- 1 room for speaker

FULL SPEAKERS RIDER PROVIDED UPON BOOKING



TO BOOK



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