

2013 Planned Giving Client Conference

SPEAKER BIOGRAPHIES

Jackie W. Franey, CAP®, CPGS

Sales Director

Jackie W. Franey is the Sales Director, Planned Giving for BNY Mellon Wealth Management, which is one of the largest groups providing expertise in management and administration for endowments, foundations and planned giving programs. She is responsible for cultivating new clients and deepening relationships with existing clients on a range of planned giving, philanthropic and wealth planning issues. Prior to joining BNY Mellon, Ms. Franey was Donor Relations Director at Communities Foundation of Texas and directly responsible for all facets of working with high-net worth donors, their families and professional advisors and raised more than \$45 million in major and planned gifts for the foundation. Previously, she managed the planned giving program at Children's Medical Center in Dallas during its successful \$150 million wePromise campaign. She also served as the national 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. In addition, she consulted with affiliates regarding pro-active estate administration.

Ms. Franey is a graduate of LeTourneau University and has over 20 years experience in planned giving. She is on the editorial advisory board of *Planned Giving Today*, past president of the North Texas Chapter of PPP and a past national board member of the PPP. She serves on the board of the North Texas Chapter, the Steering Committee for the Leadership Institute of PPP and is a frequent speaker at national conferences and planned giving councils.