

# T. CLAY BUCK

MFA, CFRE, Master Trainer  
and Certified Coach



Fundraiser, Teacher, Dog Dad, Lifelong Storyteller

Fundraising isn't just what Clay does, it's who he is. With more than 30 years in the field, Clay has raised millions, built programs from scratch, and trained and coached thousands of fundraisers. He believes fundraising is an act of courage, values, and invitation – not just a revenue stream. He brings that belief – and energy – to every stage, boardroom, and training session.

## An Approach that Connects

What sets Clay apart isn't just his credentials, it's his approach. Rooted in behavioral science and grounded in real-world practice, Clay helps organizations move past the transactional and into the transformational. He teaches fundraisers how to build trust, inspire generosity, and turn fundraising from a task into a calling.

Clay's sessions are equal parts insight and inspiration. They are crafted for both beginners and seasoned pros, conference breakouts and full-day workshops. Whether you're looking for a one-hour keynote or an immersive training, each session is customized to meet the moment and move your mission forward.

## At A Glance

- 30+ years fundraising experience
- Founder, Next River Fundraising Strategies
- Certified Master Trainer + CFRE
- Instructor, Strategic Fundraising – UNLV
- Certificate in Philanthropic Psychology (With Distinction)
- QL3C Certified Coach
- Former actor, lifelong educator

*Our board left Clay's training excited to fundraise. That's not a sentence I ever thought I'd say!*

*–Nonprofit Executive Director*

Ready to inspire your audience and get them excited about fundraising?  
Email [clay@nextriverfundraising.com](mailto:clay@nextriverfundraising.com) or  
visit [www.nextriverfundraising.com](http://www.nextriverfundraising.com)

***"This was the best session of the whole conference – I never knew I could laugh so hard, and learn so about fundraising at the same time!"***

***AFP ICON Attendee***

# SIGNATURE SESSIONS

## **The Courage to Fundraise: What We Do, Why We Do It, and Why It Matters So Much**

Fundraising takes more than tactics—it takes courage. This session explores the deeper meaning of fundraising, why our work matters, and how to stay grounded through sector-wide challenges. Come for the insight, leave with renewed purpose.

## **Making Sense of Fundraising: From Current Trends to Smart Strategy**

This fast-paced session distills the latest fundraising data and industry benchmarks into clear, practical insights you can actually use. We cut through the noise, spotlight what is changing (and what is not), and translate the trends into smart, doable strategies that help you raise more with less stress. Fundraisers leave with renewed clarity, grounded confidence, and a sharper sense of what really drives generosity today.

## **The Stories We Tell Ourselves: Identity, Innovation, and the Bicycles We Crash on the Way to the Moon**

Reignite the vision behind your mission. This keynote explores the role of identity, failure, and bold dreaming in innovation—inviting fundraisers to reconnect with their ‘why’ and imagine what’s truly possible.

# TACTICAL SESSIONS

## **From Auction To Advocate: Turning One-Time Buyers Into Lifelong Donors**

Most auction buyers walk away after the final bid. This session explores how to turn those one-time purchases into long-term donor relationships using donor psychology, strategic messaging, and smart follow-up techniques.

## **Values Over Valuables: Turning Transactions Into Transformational Donor Relationships**

Donor retention isn’t just a math problem—it’s a meaning problem. When we focus on dollars over values, we miss what matters most to donors. This session shows how to build lasting loyalty through identity-driven strategy, smart messaging, and genuine connection.

## **From Overwhelm to Insight: The Fundraiser’s Guide to Using Donor Data With Confidence**

You don’t need to be a data analyst to use your donor data—you just need to trust it. This session walks through simple, practical ways to clean, organize, and structure your data for better results. Get clearer reports, smarter segmentation, and fundraising that actually feels easier.

**Ready to inspire your audience and get them excited about fundraising?**  
Email [clay@nextriverfundraising.com](mailto:clay@nextriverfundraising.com) or visit [www.nextriverfundraising.com](http://www.nextriverfundraising.com)