

Advisor Biography: Non-Profit Expertise

William C. Finley

Bill Finley has been involved in every aspect of donor development for over 30 years. Bill's influence on media, print, radio and television has been felt by many throughout the United States and Canada. After a successful commercial career, Bill was called to service at WHCT-TV in Hartford, Connecticut, one of the first Christian TV stations established with their sister station in Los Angeles. He converted this former CBS affiliate to Christian programming and produced telethons to enlist pledge support as well as direct mail and newsletter programs.

While at WHCT-TV, he was invited by Pat Robertson to join the Christian Broadcasting Network ("CBN") as Vice President of Stewardship responsible for all donor and corporate fundraising, development and support service functions, such as computer systems, direct mail, donor response systems and premium fulfillment operations. Bill guided CBN in its early days from base revenue of \$300,000 to over \$60 million, and, a mailing list from 35,000 to over 1 million names in 6 short years. He managed a staff of 600 people and developed systems to handle inbound volumes of 8,000 letters daily. He established CBN's departments for Current, Capital and Planned Giving which included the first nationwide telethon to over 80 cities. He designed and implemented the entire stewardship services support and procedures for gift acknowledgement, central partner donor file, premium fulfillment and all mail services. He organized Founders Day and ways to work with major individual and corporate donors.

After CBN, Bill moved to Atlanta to guide Charles Stanley in launching the In Touch television ministry and in subsequent years worked with over 150 Christian ministries assisting them in developing their fund raising activities. These have included Robert Schuller's Hour of Power, Sonny Arguinzi's Victory Outreach, Nora Lam Ministries, as well as smaller missionary sending ministries and Rescue Missions.

During this period, he helped develop a turnkey system designed for ministry clients. He used this system to establish a service bureau to support ministries who preferred to contract out their development and fund raising needs. Over time, he refined this system to handle a full range of donor response including donor and pledge accounting, donor profiles, fund accounting, campaign motivation code response tracking, personalized appeal letter and receipting, detail donor history, query and list segmentation methodology.

[Union Rescue Mission](#) in Los Angeles and [Sunday Breakfast Mission](#) in Wilmington Delaware are two Aqubanc clients who are able to better steward their resources through their work with Bill Finley.

Having continued access to Bill's extensive knowledge and hands-on experience with donor development, fund raising and stewardship for Christian ministries, Rescue Missions, and non-profits of all faiths, Aqubanc is better able to guide and help all of our clients.