



# The Suite Spot:

## Engaging the C-Suite in Fundraising

Jim Lyddy  
Senior Vice President  
Graham-Pelton

Bridget Murphy, CFRE  
Chief Growth Officer  
Graham-Pelton

Glenn Miller  
Executive Vice President and Chief  
Development Officer  
RWJBarnabas Health

Stuart Sullivan  
Chief Philanthropy Officer  
Shriners Hospitals for Children

# The Panelists



**Jim Lyddy**  
**Senior Vice President**  
**Graham-Pelton**



**Glenn Miller**  
**Executive Vice President and**  
**Chief Development Officer**  
**RWJBarnabas Health**



**Bridget Murphy, CFRE**  
**Chief Growth Officer**  
**Graham-Pelton**



**Stuart Sullivan**  
**Chief Philanthropy Officer**  
**Shriners Hospitals for Children**



**Why is C-Suite  
engagement in  
fundraising so  
important?**



**What does C-Suite  
engagement in  
fundraising look like  
from your experience?**



**What are the key indicators and best practices for maximum C-suite engagement?**



**What practical tools  
can we use to better  
align leadership with  
fundraising goals?**



**How do you navigate potential resistance or skepticism?**



**What advice would you give to someone who faces challenges in getting leadership buy-in?**



**Final Thought**



# Questions and Discussion

**thank you!**



Jim Lyddy  
Graham-Pelton  
[jlyddy@grahampelton.com](mailto:jlyddy@grahampelton.com)

Glenn Miller  
RWJBarnabas Health  
[glenn.miller@rwjbh.org](mailto:glenn.miller@rwjbh.org)

Bridget Murphy, CFRE  
Graham-Pelton  
[bmurphy@grahampelton.com](mailto:bmurphy@grahampelton.com)

Stuart Sullivan  
Shriners Hospitals for Children  
[stuart.sullivan@shrinenet.org](mailto:stuart.sullivan@shrinenet.org)

