



August 8, 2011

Priscilla Bratcher, CFRE, to Join Armstrong McGuire

For Immediate Release

Armstrong McGuire is pleased to announce that **Priscilla Bratcher, CFRE**, will join the Raleigh-based firm as a Senior Advisor upon her retirement from the University of North Carolina at Chapel Hill. Priscilla is currently the Director of Development at UNC's Carolina Performing Arts, a position she has held since 2005 when she was named its first development professional.

Priscilla began her 20+ years in fundraising at the UNC Center for Public Television. During her five years there, the station earned its first national PBS award for on-air fundraising. From 1990-94, she served as Vice President for Development at the American Social Health Association. In 1994 she moved to Capital Consortium where she worked with clients in three states to design and implement multi-million dollar capital campaigns.

From 1998-2003, Priscilla served as Director of Principal Gifts at UNC. She managed prospective donors in the \$1,000,000+ gift range, and she was responsible for raising \$5,000,000 for the renovation of Memorial Hall, now the home to the new Carolina Performing Arts Series. In 2003, Priscilla was appointed first managing director of the Royal Shakespeare Company America, the British theatre company's U.S. fundraising office.

Priscilla holds a B.A. in theatre from Denison University and an M.F.A. in Arts Management from the University of Iowa. A frequent speaker at national and international fundraising conferences, she has made presentations around the country, as well as in the United Kingdom and Mexico.

Armstrong McGuire is a full-service firm committed to building the capacity of nonprofit agencies, educational institutions, arts organizations and faith based ministries. Since it was established in 2003, the firm has worked with clients throughout North Carolina on issues such as resource development (including annual and capital campaigns, as well as planned giving), strategic planning, leadership development and executive recruitment. The firm's two principals and three senior advisors have well over 100 years' combined experience in nonprofit management and development. For more information on the firm, please visit www.amapag.com.

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