



Kristen Myers-Chatman

Nonprofit Consultant | Marketing & Fundraising Strategist | Leadership Coach | Keynote Speaker

About Kristen:

Kristen Myers-Chatman is a nonprofit growth strategist, marketing leader, and keynote speaker with a heart for helping mission-driven teams move from scattered to strategic. With over two decades of experience across for-profit and nonprofit sectors, she brings bold thinking, grounded execution, and deep relational insight to every stage and conversation.

As a principal at *mission:activate*, Kristen partners with organizations to clarify their message, grow donor engagement, and activate strategies that drive measurable results. Her expertise spans fundraising strategy, leadership coaching, marketing audits, and broadcast fundraising—offering real-world solutions to organizations navigating change and scaling for growth.

Kristen has led award-winning campaigns, built top-ranked sales teams, and coached executives through complex transitions. She was named *Communicator of the Year* by the West Michigan Public Relations Society and regularly speaks at conferences, workshops, and leadership gatherings on topics including strategic marketing, donor development, and values-based leadership.


Whether she's guiding a boardroom or energizing a room of changemakers, Kristen's message is clear: with the right strategy and the right people, anything can be activated.

Speaking Topics:

- *From Chaos to Clarity*: Building Strategic Marketing for Nonprofits
- *Activating Donor Relationships*: Fundraising with Purpose and Retention in Mind
- *Leadership That Mobilizes*: Coaching Teams Toward Greater Impact
- *Messaging That Moves People*: Turning Brand Voice Into Action
- *Scaling with Intention*: Aligning Growth with Core Values
- *Faith at the Center*: Leading with conviction, purpose, and Kingdom impact
- *Leading from a Full Cup*: Integrating Faith, Health and Wellness,, and Sustainable Rhythms

Contact:

 Email: kristen@missionactivate.com

 Phone: 616.340.6258

 LinkedIn: [linkedin.com/in/kmyerschatman](https://www.linkedin.com/in/kmyerschatman)

 Organization: [mission:activate](https://missionactivate.com)