



Electronic Press Kit

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Wayne Elsey

Bio

Wayne Elsey is the Founder and CEO of Elsey Enterprises (EE), which works with companies and social sector organizations on strategy, branding, fundraising and development, and education through the following suite of independent brands:

- [str@tegic](#) - focusing on business strategy, branding and marketing.
- [Funds2Orgs](#) - a social enterprise that enables nonprofits, churches, civic groups, and others to raise funds while helping to support micro-enterprise opportunities in developing nations and the environment.
- [Sneakers4Funds](#) - a social enterprise to help schools, PTAs, PTOs, sports teams and youth groups to raise money by collecting gently worn, used and new athletic shoes.
- [Shoes With Heart](#) - a social enterprise focused on helping nonprofits and organizations fundraise and support micro-enterprise.
- [SocialGoodU](#) - an online forum for non-profit and social enterprise education. Launching in early 2016.
- [Not Your Father's Charity \(NYFC\)](#) - Wayne's blog focusing on helping social entrepreneurs, philanthropists, non-profits, the media and general public learn how to succeed in the 21st Century.

In addition, Wayne is also a highly sought and dynamic motivational public speaker. He is an authority on topics related to life success, leadership, business, money, branding and the social sector, including social enterprise and nonprofits. He has been featured on NBC Nightly News, Good Morning America, Today Show, The Huffington Post, Forbes, & Fox News. He is also the author of the following books available on [Amazon](#) and his blog, [Not Your Father's Charity](#):

- *Get Off the Couch: Grip & Rip and Break the Barriers Holding You Back in Life*
- *Not Your Fathers Charity Social Sector Book Series*
- *Almost Isn't Good Enough*

Prior to establishing Elsey Enterprises, Wayne was the founder and CEO of Soles4Souls, a nonprofit he grew from zero to over \$70 million in less than five years. He began his career in the footwear industry at the age of 15. He then went on to senior positions in manufacturing, management, sales and marketing. He also served as President of Kodiak-Terra USA and as President and CEO of Footwear Specialties International (FSI) and grew the revenue 400 percent during his five-year tenure.

Wayne Elsey

Founder and Head Coach of Elsey Enterprises

Suggested Interview Questions

1. Shoes have played an important part in your life. Why?
2. Why and how do shoes play an important part in philanthropy and social impact?
3. Why did you leave your career in the footwear industry to start the Soles4Souls social enterprise?
4. Why did you leave Soles4Souls after 5 years and start Elsey Enterprises?
5. What should leaders in business and social enterprise be thinking about in the 21st Century?
6. What challenges have you faced in life that help you in your business and work within the philanthropic and social sector?
7. What are your rules for living and success?
8. What is your advice to people trying to overcome challenges and barriers in life?
9. You talk about a "Grip & Rip" life and leadership style. What does that mean?
10. What keeps you up at night?

Suggested Interview Topics

1. The decision to give back: How one shoe changed everything.
2. The Grip & Rip leader: How to lead successfully in a business or social sector organization.
3. Building a great team: Surround yourself with experts.
4. The impact of one person's kindness toward another: The story of Mrs. Bush and "YOU matter".
5. The importance of focusing on results in the social sector: Nonprofits and social enterprises are businesses.
6. Do something that matters: Why everyone has the capacity to make a difference.
7. Social Impact: How businesses and social sector organizations can deliver change and high social impact.
8. The Grip & Rip life: How you can get control of your life with the 7 Grip & Rip Principles.
9. Overcoming obstacles: How everyone can face down any challenge focusing on the 10 percent. The Fran J. Venincasa story.
10. Believe in yourself: Look out the window instead of the rearview mirror.

Contact

To book Wayne for interviews, contact yvonne@elseyenterprises.com or (407) 440-8264.

Wayne Elsey - As Seen In



The Books



Almost Isn't Good Enough

Almost Isn't Good Enough reveals what is possible when one person resolves to make a measurable impact in the world after looking directly into the eyes of the suffering, hopeless, and forgotten. This book isn't an autobiography or another collection of leadership musings from a successful corporate executive turned philanthropist. It's an invitation to intercede on behalf of others, because the human connection changes everything. Whether it's a simple act of kindness or the idea to start an international relief organization, everyone can do something to make a positive difference in the life of someone else. Promises, plans, and good intentions are a waste of time and a fruitless exercise absent of action. We must demand more from ourselves because almost simply isn't good enough.



Get Off the Couch: Grip & Rip and Break the Barriers Holding You Back in Life

We all have the capacity to live an exciting life of our choosing. Understand how your relationships, including your relationship with money, are affecting your life. Learn how to make the "mental shift" to the life you've always wanted to live by making choices. Learn to grab the opportunities life offers you, even in tough times.

Learn about the 7 Grip & Rip Principles that will liberate your life. It all begins with attitude. Successful people take ownership, erase "I can't" and excuses, get off the couch, commit, do the work and accept the consequences.

Todd Newton, Daytime Emmy winning game show host and author of "Life in the Bonus Round: A Game Show Host's Road to Success and Fulfillment" wrote the Foreword in this insightful book.

The Books



Not Your Father's Charity: The Rise And Fail Of Charities And What You Can Do To Be Ready, Volume 1

The buzz in the social sector is that everything is changing. It's true. It's not just talk. Major donors and philanthropists are looking to invest—not “give” to organizations. For those investments, they are requiring metrics and want to know about impact and results. Technology, globalization, disruption and innovation have affected every aspect of our lives, and this includes charity and philanthropy.

If you work, serve on a board of directors or donate to socially minded organizations, this book is for you. It will tell you about the evolution that is taking place. And, based on thought leadership and years of experience, it explains practical strategies that you can use to stay ahead of the curve. The first lesson being that nonprofits are a business.



Not Your Father's Charity: Be Bold, Dominate And Succeed In Marketing For Today's Digital World On A Tight Budget, Volume 2

The majority of nonprofits operate with budgets of \$1 million or less. Yet, we live in a world that is increasingly reliant on technology. Marketing is essential to succeeding in today's social sector world. Content and digital marketing, including social media, are all critical components in any organization's marketing efforts. All of these elements brought together help raise brand awareness and impact fundraising for ongoing sustainability.

How can you navigate today's digital world if you lead or work at a social sector organization with limited human and financial resources? This book is intended for you. Learn about the elements involved in marketing. Get guidance on the questions you should be asking. Discover strategies to help you navigate digital marketing on a shoestring. This book provides you with recommendations if you work at a small “mom and pop” shop to find extra helping hands. It also helps you with concrete examples and guidance on digital marketing tools, including social media that you should be looking at, especially if you don't have a large budget.



Not Your Father's Charity: Grip & Rip Leadership for Social Impact, Volume 3

A lot of people believe that leadership can't be learned. You either have it or you don't. This book is intended for readers who don't regard leadership as a zero sum game—you're born with it or you're not. Plenty of people have developed the skills necessary for leadership. YOU can too!

This book seeks to help you become a transformational servant leader. It's intended for social sector professionals who:

- Are in a leadership position or want to be promoted into one.
- Believe they can become good, or even, great leaders.
- Want to advance their leadership capabilities.
- Want to develop a “grip & rip” style of leadership that is vigorous, dynamic and fun.
- Want to end the dysfunction in the organization and build on leadership strengths.
- Want to understand how transformational servant leadership is a path to success.

The Books



Not Your Father's Charity: How to DOMINATE YOUR Fundraising To Create YOUR Success, Volume 4

The fundraising landscape in the philanthropic sector is changing rapidly. The vast majority of nonprofits work with very small budgets. Yet, organizations need to stay ahead of the developments occurring in the industry because competition for funding is becoming tighter. The nonprofits and social enterprises that succeed are those able to adapt and evolve in this new environment.

This book, co-authored by Wayne Elsey and Linda N. Spencer, gives small and medium-sized social sector organizations easy-to-read thinking and strategies to help readers understand and adapt to the changes happening in the social sector.

Readers will learn from experience. The authors both have years of know-how and they share their thoughts, best practice tips and ideas to help you dominate in your fundraising for the sustainability and success of your organization.

If you fundraise or lead a nonprofit, school, church or social enterprise, this book is a no-nonsense guide on how to take your efforts to the next level.



Not Your Father's Charity: DOMINATE in YOUR School Fundraising for Success, As Easy as A B C, Volume 5

Yes, school fundraising can be as easy as ABC or 123. It doesn't have to be all about selling candy, cookie dough, and wrapping paper. For over a decade, Wayne Elsey has been refining his work to help organizations such as schools, boosters, athletic groups raise money. He's tied that fundraising to broader social impact through his Sneakers4Funds social enterprise and his other brands.

In this book, schools, PTA's, PTO's, boosters and school groups learn concrete ideas and strategies to amp up their fundraising. And, as always, it begins with how you think of the fundraising challenge. Through this book and others by the author, people understand that anything is possible, and you have to begin with BIG thinking.

One of the earliest inspirations in Wayne Elsey's life was his teacher, Jackie S. Busch, Ph.D. Mrs. Busch, his favorite teacher and a great source of inspiration for Wayne Elsey has written the foreword for this book.

Wayne Elsey

Speaking

Wayne Elsey speaks on topics related to leadership, philanthropy, marketing and fundraising, social activism, motivation and community engagement. Wayne has more than 20 years of experience in public speaking for both large and small venues. He has appeared on hundreds of radio, talk, news shows, print and new media, including, NBC Nightly News, Good Morning America, Today Show, Forbes, Huffington Post, Fox News and Extreme Makeover: Home Edition.

Wayne will work with your team on the related topics below or customize a presentation to fit your company or social sector organization. Speaking engagement fees will be determined upon completion of a needs assessment and agreement.

For more information on rates and having Wayne speak at your conference or event, please contact Yvonne Keller at yvonne@elseyenterprises.com or 407-440-8264.

[Forbes](#)
[NBC Nightly News](#)
[Good Morning America](#)

[Today Show](#)
[Fox News](#)
Extreme Makeover Home Edition

[The Huffington Post](#)

Presentation Topics

Get Off the Couch: Learn the 7 Grip & Rip Principles so you can get a handle on your life. Wayne has developed these principles after learning what it takes to be successful, and he shares them with you. He also talks how these 7 principles can be adapted to deal with your relationships, beginning with yourself. It then follows through on your relationships with your family and co-workers. Finally, Wayne helps you understand how to apply the 7 Grip & Principles to money and work so you can find the path to living your destiny, as you want to live it.

Rise and Fall of the Social Sector in the 21st Century:

Running a nonprofit or social enterprise should parallel any for-profit company, but not according to cultural expectations. The enormous disruption that is happening in the charitable and philanthropic sectors because of technology is changing the dynamics of the industry. Learn how to stay ahead of the curve. During this presentation, Wayne discusses the philosophy and practice of each of these elements and offers an extensive Q&A session.

Almost Isn't Good Enough: In this presentation, Wayne walks through his story as a corporate executive that left the glamorous corporate world to start a new social enterprise venture. This presentation focuses on identifying people as drivers of their destinies who have the capacity to change the world. We must demand more from ourselves because almost, simply, isn't good enough. We know people are hurting and suffering near us and around the world. This motivational talk will challenge you to do something that matters...today. You'll leave inspired to get off the couch!

The Power of Brand Simplicity: After a stellar career in the footwear industry, Wayne learned the importance of driving a brand. Wayne discusses how the "simplicity" of the brand is what has propelled the success of his companies and organizations. The steps to "simplicity" will be explored as a way of maximizing the success of any company, organization or cause.

Marketing 101: As obvious as it may seem, more businesses miss the basics when it comes to long-term successful operations. What is your DNA? After truly determining the make-up of your brand, maintaining consistency and engaging your brand, what are the basic principles to sustain your enterprise?

Digital Marketing and Social Media: Digital marketing and social media for a small business, social enterprise or nonprofit can be the quickest, most efficient way to tap into a wealth of supporters and followers. Dive deep into digital marketing. Learn the current tools Wayne and his team use for his businesses. Understand how to successfully engage people on everything from your website to your social media accounts.

Headshot



Headshot



Headshot





Contact Information

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