

HARVARD BUSINESS SCHOOL STRATEGIC PERSPECTIVES IN NON-PROFIT MANAGEMENT

The Reverend Dr. Christine Nelson, Moravian Theological Seminary Testimonial

Dr. Nelson is the Director of Seminary Advancement at Moravian College and Theological Seminary, <http://moravianseminary.edu/>. The Moravian Theological Seminary offers graduate degrees and continuing education programs to prepare men and women for effective leadership and service in congregational, counseling, teaching, chaplaincy and other ministries. The Seminary is rooted in the Moravian faith tradition—centered in Jesus Christ, grounded in Scripture, ecumenical in spirit, committed to community, and focused on missional leadership.

Dr. Nelson is responsible for planning, guiding and leading the Seminary’s overall development efforts, and creating and implementing a comprehensive program of financial support for all areas of the Seminary’s mission. This includes managing a pool of 125 prospects, annual giving and alumni giving, staffing the Development Committee of the Seminary Board of Trustees, and soliciting major gifts, grants and planned gifts.



1. How did the Strategic Perspectives in Non-Profit Management program change your view of your career?

It helped me see philanthropy and non-profit work as an important part of the economy as well as an extremely important factor in helping struggling people find a new path to wellness, physically, psychologically and economically.

2. How are you applying what you learned?

I try to read my professional magazines to stay up on recent research and integrate the learning into my work. Especially helpful is the growing research on social media and its integration with philanthropy. I share with colleagues in various fields and benefit from the cross pollination of disciplines. I stay active in local circles of various types, business, education, service, as well as philanthropy and seek to network among them to the benefit of all and my community.

3. Has your approach to leadership changed?

Leadership is a conglomerate of many skills, experiences and aptitudes. I believe I integrate learning better. Also, I am more fearless in experimentation. Failure is bound to happen. Program funding will be taken away according to the ever changing priorities of funders, often with no correlation to the value and success of a program. I have learned to do the necessary preparation, do my best performance, and let the chips fall where they may.

4. How has the program changed you?

My outlook and involvement in various organizations and disciplines is wider. There is nothing one learns that won’t be helpful at some time; knowing when to apply the learning is the key.

5. What is one lesson-learned that you would like to share with other non-profit leaders in the Lehigh Valley?

Be unafraid to try new things and meet new people. Everyone has a gift to share if we are open to learning. Never stop trying to make a difference. Your efforts may change the life of someone and change their world for the better.

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