



Bill Crouch

Founder and CEO: BrightDot

Bill's "Why" is contributing to impact lives. He is driven to empower those who serve others, resulting in a ripple effect that impacts many more lives. He does this by building trusting relationships with our clients and leading them to a better way of achieving outcomes that empower those they serve.

Often described as a creative visionary, Bill served as the President of Georgetown College in Kentucky between 1991 and 2013. Prior to Georgetown College he was the Vice President for Development at Carson-Newman University in Tennessee, Director of Development at the Baptist Children's Homes in North Carolina and Director of Corporate and Foundation Giving at Gardner-Webb University in North Carolina. Immediately after his tenure at Georgetown College, Bill was recruited by Jerold Panas and served as Senior Managing Partner of Jerold Panas, Linzy and Partners. In 2015 he established BrightDot to provide a sustainable approach for the future of fundraising in America with a focus on community colleges. BrightDot partners with our clients to generate the energy and resources they need to impact many lives. The firm has grown annually and now has a team of 22 fundraising experts.

In recent years he has been a speaker at the United Nations, West Point, and Disney regarding the importance of providing access for diverse populations. In addition, he has spoken at the AFP International Conference, the Giving USA Summer Institute, and the Salvation Army National Community Relations & Development Conference. Bill was elected a Distinguished Fellow at Regent's Park College at the University of Oxford (UK) and is a member of The Honor Society of Phi Kappa Phi. He is the co-author, with Joel C. Gregory, of the 2010 book, "What We Love About the Black Church." His latest book is "Start with Heart: The Secret Power of Emotions to Catalyze Fundraising Results." He is an emeritus member of the National Board of Trustees for The First Tee of the PGA Tour and serves on the World Golf Foundation's Diversity Council.

Bill is a graduate of Wingate University: AA, Wake Forest University: BA and Southeastern Baptist Theological Seminary: D.Min. He is married to Jan and is the father of five adult children that have blessed him with nine grandchildren.