

Ashley Franks

Nonprofit Strategist



Ashley is a nonprofit strategist in PNC Institutional Asset Management as part of the Nonprofit Strategy and Solutions team. In this role, she helps enhance nonprofit client relationships through direct engagement by providing customized guidance. Using her knowledge of the nonprofit sector, she works directly with market teams and nonprofit clients in variety of areas including investments, governance and operational best practices, distribution strategies and philanthropic planning. As part of the Endowment and Foundation National Practice Group, she also contributes to thought leadership, presents at client events and works with key stakeholders in the community to promote PNC's commitment to the nonprofit sector.

Firm Start

December 2022

Industry Start

January 2018

In her role as a Quality Review Specialist at the Drueding Center, Ashley designed and developed the organization's first-ever database in just six months, decreasing admin time by over 50%. She designed CASA Philadelphia's inaugural annual volunteer feedback survey and helped them to identify key performance drivers of their volunteer recruitment and retention. In her role as a Consultant at Nonprofit Finance Fund, Ashley has helped organizations create financial plans for and think strategically about facilities acquisition, business model change, staff expansion, and more. Specifically, her partnership with organizations like South Asian American Digital Archive and Rhizome resulted in them being awarded \$1M by the Andrew W Mellon foundation.

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