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McBride's public service spans two decades and three U.S. presidential administrations, with positions at the White House, the U.S. Information Agency, and the U.S. Department of State. She currently is a senior advisor to the George W. Bush Institute and an advisor to several global nonprofit organizations. McBride co-founded the RAND African First Ladies Initiative and Fellowship to strengthen the offices of first ladies across the continent of Africa.

McBride also serves on the board of several organizations, including the J. William Fulbright Foreign Scholarship Board, the U.S.–Afghan Women's Council, and the White House Historical Association.

