

Membership Has Its Privileges

If you are not a member of AFP West Michigan yet, 2007 is a great time to join. In addition to reduced costs for all AFP educational events, free networking luncheons, and access to the best and brightest in the development field from West Michigan, there are many other benefits.

THE TOP 10 REASONS TO JOIN AFP INCLUDE:

1. Proclaim your professionalism.

Adding your name to the ranks of almost 28,000 fundraising professionals declares your pride in the profession you have chosen.

2. Advertise your integrity.

AFP has a reputation for upholding high standards. Since every AFP member signs his/her adherence to the Code of Ethical Principles and the Standards of Professional Practice every year, you align yourself with like-minded practitioners of ethical fundraising.

3. Advance your career.

AFP members enjoy educational opportunities designed to increase knowledge and keep up with the newest trends in fundraising, both on international and local levels.

4. Further your cause.

The more you learn about the latest methods in fundraising, the better equipped you are to further the cause of the organization you represent.

5. Network with others who do what you do.

Making connections is an important part of fundraising for the cause you represent. Meet others who can help you make those connections.

6. Advocate for your profession.

Serious-minded professionals know that serving the profession

means responding to calls for action from those who represent the profession. AFP has an active program that monitors trends in education, regulation, and practice standards and periodically advises members on required action.

7. Serve your profession.

Opportunities abound for individuals to serve on international and local committees that work on a variety of issues from building the core body of fundraising knowledge to building the public trust in the philanthropic process.

8. Don't reinvent the wheel. Use available resources.

The AFP Resource Center can provide you with the resources you need to do your job well. AFP staff can assist you in many areas ranging from how-to instructions to samples of materials developed by other fundraising professionals that will fit your needs.

9. Play a part in elevating the status of the fundraising profession.

Your membership in AFP and your dedication to the ethical principles that guide the fundraising process elevates the entire profession.

10. Do it for YOURSELF!

It is all about YOU, the fundraising professional. The AFP educational, networking, and career planning programs will take you where you want to go!

Keith Hopkins, Membership Chair
AFP West Michigan Chapter
616.575.5200

CALL FOR NOMINATIONS FOR NATIONAL PHILANTHROPY DAY AWARDS

Want to honor an exceptional colleague in fundraising? Or a superior volunteer? National Philanthropy Day 2007 award nomination packets will be sent to all AFP-WM members in April. Get a jump start by visiting www.afpwm.org/npd for all the information you need to submit a nomination including a list of past award recipients, nomination forms and award criteria. Categories include: Distinguished Philanthropist, Executive Leader, Outstanding Volunteer, Exemplary Grantor and Youth in Philanthropy, and the Benjamin Franklin and The Chapter awards.

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Chapter President's Letter



Philanthropy is really making the headlines lately. It was no surprise to me that U.S. News & World Report named the fundraising profession as one of the top 25 careers to pursue in the coming years! Particularly in light of AFP's vision statement that "Fundraising is viewed as a credible and respected profession for civic betterment throughout the world." Very few career paths allow you to enjoy your everyday work life by doing "good" for others. As members of AFP we embrace ethical values in fundraising and agree to uphold them in performing our responsibilities for generating philanthropic support.

The core activities through which AFP fulfills its mission include education, training, mentoring, research, credentialing and advocacy. Chapters play an integral part in furthering this mission in our communities. Your efforts present the "face of AFP" to fundraisers, to donors and to the general public.

When I attended the Delegate Assembly this past fall on behalf of our chapter, it was very real to me how we are part of something much, much bigger than just the West Michigan Chapter. Not only are we part of other chapters of similar size but we are also part of a geographical district made up of fundraising professionals from Illinois, Indiana, Wisconsin and Michigan, and we are part of the world's largest community of charitable fundraisers.

AFP asks you to not only uphold the Code of Ethics but to also be an active member because it is your professional organization. In our own chapter the workshops, National Philanthropy Day in West Michigan, events, and communications are all coordinated by volunteers. The more members that are involved on various committees, the more we can accomplish to help each other be the most ethical and effective fundraisers possible.

I encourage you to invite others to join our organization. The next time you plan to attend an AFP workshop, National Philanthropy Day in West Michigan, or one of our chapter's professional group breakfasts or luncheons, invite a non-AFP member to come with you. Then please consider volunteering on one of many committees, and contact any of the board members to express your interest.

I look forward to meeting you in the coming months at one of our workshops or events. Meanwhile, keep to the Code!

Kim Loftus, President
AFP West Michigan Chapter

Strategic Planning Challenge

Perhaps you have heard the old saying about how reports can quickly become useless if they wind up on a shelf. Well, your AFP West Michigan Board of Directors is committed to avoiding that with regard to our strategic plan. Each quarter we review the progress we have made implementing our action plans. You can review the most recent revision on our website at www.afpwm.org.

If you are interested to work on any of the areas in the strategic plan, you can contact our Chapter Board President, Kim Loftus, at kiml@cbrown.org.

Donald G. Distelberg, CFRE, Strategic Planning Chair
AFP West Michigan Chapter

CFRE Certification—A Step Up

Are you a development professional looking to take the next step in your career? Consider applying for the CFRE certification. Candidates must have a minimum of five years in the fundraising profession, demonstrate dedication to continuing education, and show a history of community volunteerism. The West Michigan Chapter of AFP stands ready to help you through the certification process—pointing you to local and national resources, connecting you to other professionals in the region who are considering certification, and assisting you with your questions about the CFRE exam and the application process. If you would like to pursue your CFRE certification or have questions about the process, please contact me.

Keith Hopkins, Certification Chair
AFP West Michigan Chapter
616.575.5200

Ethical Principles Rank High as Member Benefit

In the most recent AFP Member Benefits Survey, AFP members overwhelmingly agreed that the Code of Ethical Principles and Standards of Professional Practice was the highest-rated member benefit. When asked why they value the AFP Code so much, many members give the same reason: When placed in a questionable ethical situation by an organization, foundation or even a donor, members only have to refer to the AFP Code to get direction and can use it to educate others on ethical practices.

The most common issue facing fundraising professionals today? Percentage-based compensation. There is no second-place issue; other topics such as donor confidentiality, donor intent and fundraiser accounting methods, seem to occur with equal frequency.

The AFP Code, as it is commonly referred to, provides members with a set of guidelines for professional fundraising practices. The AFP Board of Directors and the Ethics Committee work together to enforce the AFP Code, ensuring members are held to the same standards set forth in its guidelines. The complete Code of Ethical Principles and Standards of Professional Practice, a list of enforcement procedures and more information are all available on the AFP website at www.afpnet.org/ethics.

Sara DeMann, Ethics Chair
AFP West Michigan Chapter

Diversity Committee Established

AFP West Michigan Chapter has recently established a Diversity Committee. Members currently include: Johngerlyn "Jonse" Young, Chair – Grand Rapids Community Foundation; Kathy Gallagher – Battle Creek Area Catholic Schools Foundation; Eric Foster – Hope College; and Mark Petz – Humane Society of Kent County. Membership remains open and newcomers are welcome. The goal of this committee is to establish and implement diversity goals for the Chapter to assure that ongoing progress is made in its governance, committee memberships, programs and activities.

To this end, AFP West Michigan will heighten its diversity efforts to insure that it is incorporated into all aspects of the chapter's operations. If you are interested in joining the Diversity Committee or have suggestions, please contact me.

Johngerlyn "Jonse" Young, Diversity Chair
AFP West Michigan Chapter
jyoung@grfoundation.org or 616.454.1751, ext. 108

Chapter Educational Opportunities for 2007

One of the benefits of membership in our Chapter is the opportunity to be involved in some outstanding and very affordable learning opportunities right here in West Michigan. Please mark your calendars and consider joining AFP West Michigan for some engaging educational offerings throughout 2007.

Building Relationships with Lifelong Donors presented by Alice Kemerling, CFRE, and Bernard Palchick

April 20, 2007
Kalamazoo Nature Center

Board and Volunteer Management

June 15, 2007
Grand Rapids, Michigan

How to get the Appointment

August 2007
Grand Rapids, Michigan

Direct Mail: How to Get a Response

September 2007
Traverse City, Michigan

Major Gifts

October 19, 2007
Kalamazoo, Michigan

More information about educational opportunities at www.afpwm.org.

To register, e-mail odonndeb@aquinas.edu or call (616) 742-2383. (Fax 616-732-4481)

Also for 2007, the following AFP audio conferences will be held in Traverse City at the NorthSky Nonprofit Network, Northwestern Michigan College's University Center:

May 3

"Involving Your Board in Fundraising, Even When They Aren't Perfect" presented by Sandra Renner, CFRE

May 16

"Ask – for Yourself! How an Effective Life Plan Can Benefit You Professionally, Financially and In Every Way You Deserve" presented by Laura Fredricks, Cindy Sterling and Sarah Holland

June 7

"A Planned Giving Program Anyone Can Create" presented by Alexander (Sandy) Macnab, FAHP, CFRE

June 19

"Why Business Continuity Planning is an Essential Tool for Nonprofits and Fundraisers" presented by Peggy M. Jackson, DPA, CPCU

Plus many more audio conferences to be announced! Visit our website for a complete schedule.

Registration fee includes audio conference and handouts. Questions? Call Brian Hartzell @ 231-935-2301.



Scholarships: They are meant for you!

Several years ago your AFP-West Michigan (AFP-WM) Board created the AFP-WM Scholarship Fund and began budgeting scholarships into our annual chapter budget. It is meant as a resource for professional development, to encourage chapter involvement and grow membership.

Awards are not based on economic need. Applications for scholarships are reviewed relative to how they meet the criteria. It is quite simple, if an application meets the criteria, and budgeted funds are still available, the Scholarship Committee recommends the award to the AFP-WM Board of Directors for ratification.

As I have shared in previous newsletters, your volunteer Board of Directors works hard to provide timely, informative educational and networking opportunities. We understand that essential to your own personal growth is access to quality education; and pivotal to the development field remaining strong in West Michigan is the active involvement of members. I cannot reiterate enough, the Scholarship Program was developed for and is meant to be a resource to you!

Below I have included the scholarship guidelines that will help enhance everyone's ability to become outstanding development professionals.

If you have any questions about the Scholarship Guidelines, please contact me at (616) 355-3974 or tjacobs@hollandhospital.org.

GUIDELINES

AFP-West Michigan Programs

The AFP-WM Scholarship Fund will consider funding up to 100% of the cost of local AFP-WM programs, not to exceed \$500 per year per member.

Regional Programs

The AFP-WM Scholarship Fund will consider funding 50% (not to exceed \$500) of the cost of tuition (including room and board) of a regional fund raising program, such as those offered by GVSU, the Fund Raising School at IUPUI, or other approved program.

To be considered, the scholarship applicant must be an AFP member for at least one year, and must have attended a local program in the past year.

National Programs

The AFP-WM Scholarship Fund will consider funding 50% (not to exceed \$1,000) of the cost of tuition (including room and board) of a fund raising program, such as the AFP International Conference.

To be considered the scholarship applicant must be an active member of the local chapter. The applicant must be an AFP Member for at least two years, an active program participant, and AFP volunteer, such as NPD.

FURTHER QUALIFICATIONS

Recipients must have development responsibilities within the qualified 501(c)(3) in which they work. They must or the organization they work for must reside in our service area. Not more than one regional or national scholarship will be awarded to an individual or organization each year.

APPLICATIONS

Applications are accepted throughout the year and awarded by the Scholarship Committee and the AFP West Michigan Board. Applicants should be notified within 30 days of receiving the application.

Applicants must submit a one-page summary that includes the following:

- Name of individual taking the course/program and name of the organization where he/she works
- The number of years the applicant has been an AFP Member
- A list of the local AFP program(s) the applicant has attended in the past year
- A statement of how the applicant has served the profession in the past year or a list of their volunteerism with AFP, such as NPD
- A copy of the organization's IRS 501(c)(3) determination letter
- A copy of the class or program registration
- The amount requested by the applicant

Submission can be sent to:

AFP-WM
c/o Chapter Administrator
118 Commerce Avenue SW
Grand Rapids, MI 49503

or

Todd Jacobs
AFP-WM Scholarship Chairperson
Holland Hospital Foundation
602 Michigan Avenue
Holland, MI 49423

The Artful Journey into Donor-Centered Fundraising

National Philanthropy Day 2006
November 9, 2006
Prince Conference Center
Grand Rapids, Michigan

National Philanthropy Day is always a highlight of the year for the many AFP members and friends who attend. The 2006 event was no exception, with over 165 attendees registered for the day.

Nationally-known experts William Sturtevant and Penelope Burk were the opening and closing plenary session speakers. Sturtevant, Senior Vice President for Principal Gifts at the University of Illinois Foundation and author of *The Artful Journey*, provided a fast-paced presentation on the major gift process. He also conducted a workshop on engaging board members in major gift solicitation. Burk, author of *Donor-Centered Fundraising*, provided an entertaining and practical look at thanking donors effectively.

Attendees also chose from five additional workshops provided by fundraising professionals representing our chapter.

The National Philanthropy Day Awards Banquet brought together 235 guests to honor five individuals and one organization who exemplify philanthropy in West Michigan. Pictured with AFP-WM President, Jay Ediger, the 2006 NPD Award Winners are:

MARK YOUR
CALENDARS NOW...

**National Philanthropy Day 2007
20th Anniversary Celebration**

November 6
Prince Conference Center
Grand Rapids, Michigan

Details coming soon...



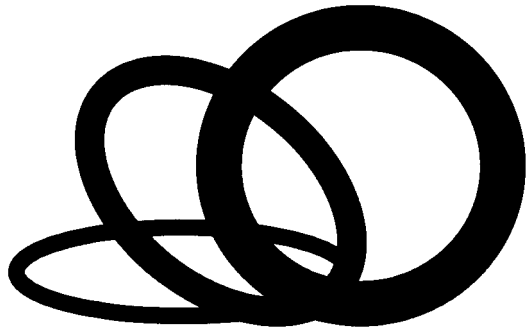
TOP:
LEFT: Kate Pew Wolters, President's Award winner.
RIGHT: Louise M. Fabeck received the Outstanding Volunteer Award for her service at the Ronald McDonald House of Western Michigan.



CENTER:
LEFT: Bernard S. Palchick received the Benjamin Franklin Award for his outstanding leadership in Fund Development over a 35 year career at Kalamazoo College.
RIGHT: Fred P. Keller, CEO and Chairman of Cascade Engineering, received the Executive Leader Award.



BOTTOM:
LEFT: The Frey Foundation of Grand Rapids received the Exemplary Grantor Award. Milt Rohwer, Frey Foundation President, accepts the award.
RIGHT: Joseph A. Medcalf, Youth in Philanthropy Award winner, pictured with his parents, Edward and Linda Medcalf.



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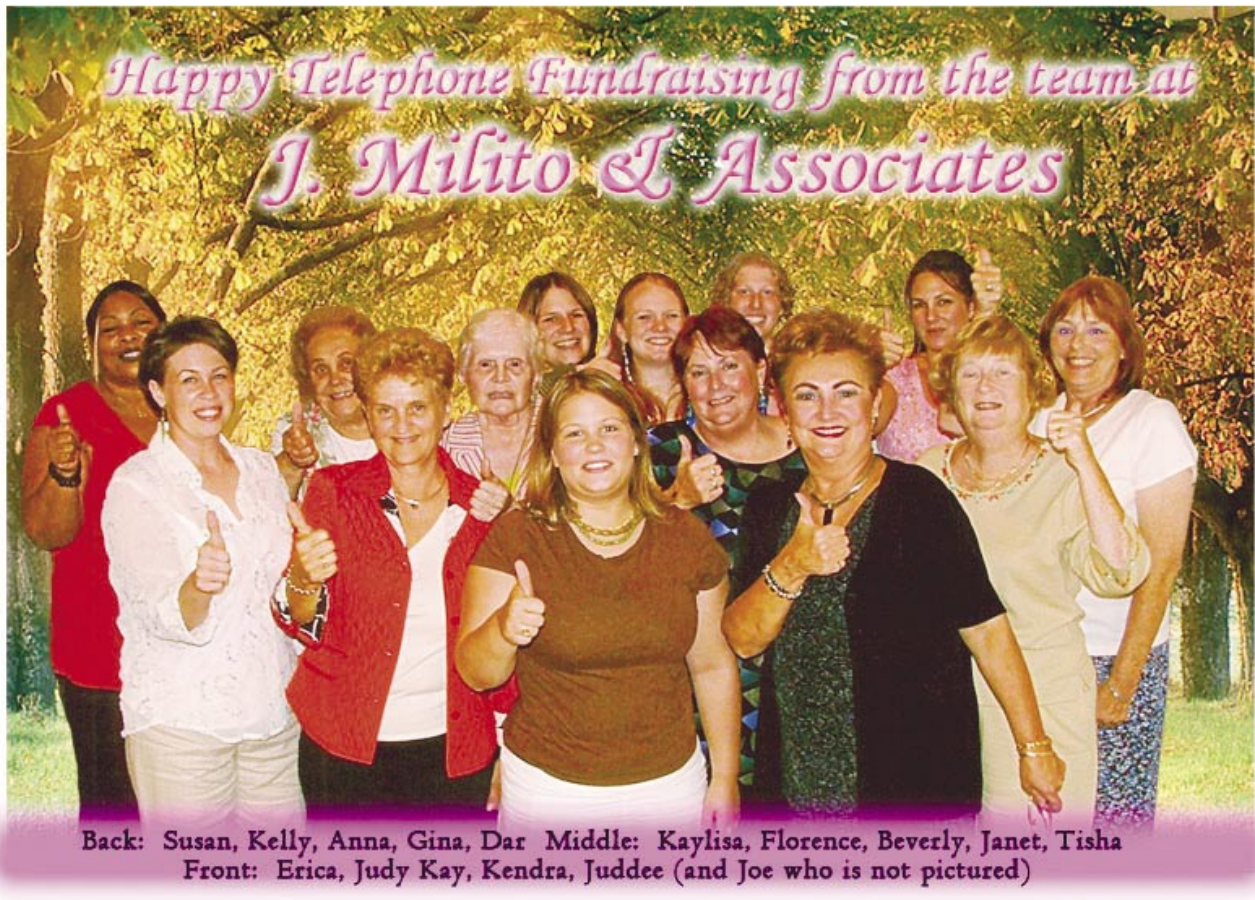
SERVICE OFFERINGS

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National Mission Statement

AFP, the Association of Fundraising Professionals throughout the world, advances philanthropy by enabling people and organizations to practice effective and ethical fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.



www.afpwm.org

Developments, the West Michigan AFP newsletter, is published twice yearly and is mailed to the chapter membership as well as the extended mailing list by the Association of Fundraising Professionals, West Michigan Chapter.

Developments was coordinated by the AFP-WM Communications Committee:

Susan Baker
Anna Goddard
Wendy Hanson, CFRE
Kim Loftus

Please let us know if you no longer wish to receive this newsletter by contacting Deb O'Donnell, Chapter Administrator, at 616.742.2383, by fax 616.732.4481, or by mail at: AFP-WM, 118 Commerce Ave SW, Grand Rapids, MI 49503-4106 or at odonndeb@aquinas.edu.

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