

National Philanthropy Day 2008 *Funding Your Mission: The Board's Role*

Thursday, November 6, 2008 • 8am - 2:15pm
Fetzer Center • Western Michigan University • Kalamazoo, Michigan

We invite our colleagues throughout West Michigan to join us for National Philanthropy Day 2008. This event provides the perfect opportunity to learn new strategies and network with each other to advance our missions. We are confident you will walk away with tested and proven strategies that will help you further your mission during these tough economic times.



Are you maximizing the resources your Board brings to the table? Do you find it difficult to engage your Board in fundraising activities? If so, you won't want to miss the opening session with **Chuck V. Loring, CFRE, MBA**, Senior Partner of Loring, Sternberg and Associates and Senior Governance Consultant for BoardSource. **Mr. Loring has a vast amount of experience and expertise in the Board's role in fundraising** and has worked with hundreds of non-profits to improve this vital aspect of their governance.

His topic will be "Building a Dynamic Fundraising Board." Mr. Loring will share his insights regarding a Board's role in securing financial resources and ways to motivate and ignite Board members to serve in a fundraising capacity to advance an organization's mission. **He will also conduct a breakout session with Executive Directors, CEO's and Board Members dedicated to this topic. Please encourage your Board members to attend** (separate registration required).

OTHER LEARNING OPPORTUNITIES YOU WON'T WANT TO MISS:

"PR on a Budget: Get the Word Out!" by Erika Oliver, MPA, and author of "Three Good Things; Happiness Every Day, No Matter

What!" This session promises to be extremely interactive so bring your creative energy to ignite your PR magic!

"Creating a Fund Development Plan" by Sandi Frost Parrish, CFRE, Principal of Parrish Consulting. Sandi has more than 15 years of experience specializing in annual fundraising, capacity building and endowment fundraising and was recently named one of the 50 Most Influential Women in West Michigan.

"Old Dogs CAN Learn New Tricks: A Step-by-Step Guide to Using Social Media and Free, Online Tools to Promote your Nonprofit" by two Google staffers: Ursula Hamilton, Awards Strategist and Claire Kemerling, Content Specialist. Ursula and Claire will show you how to effectively use free resources to expand awareness and increase funding for your non-profit.

In addition to these valuable workshops, the annual **National Philanthropy Day Awards** will be presented during the luncheon, along with a **Board Member's Perspective by Anne Drummond**, Director of Communications for the Arts Council of Greater Kalamazoo.

We look forward to seeing you at the Fetzer Center on Thursday, November 6!

Be sure to visit our Exhibitors throughout the day to learn about the resources they can provide your organization.

Not-Yet Members: Register by October 3 to receive member registration pricing!

Register online today at www.afpwm.org/npd.

National Philanthropy Day 2008 Committee Members

Susan Baker – Sponsorship
Catholic Family Services

Rebecca Boase – Sponsorship
Planned Parenthood of South Central MI

Joe Bower – Marketing
Kalamazoo Institute of Arts

Janis Clark – Sponsorship
Girl Scouts of Glowing Embers Council

Mark Crail – Marketing
Greater Kalamazoo United Way

Kathy Gallagher – Logistics
Battle Creek Area Catholic Schools

Anna Goddard – Awards Chair & Marketing
Clark Retirement Community

John Greenhoe, CFRE – Program
Western Michigan University

Wendy Hanson, CFRE – Sponsorship

Barbara Hathaway – Awards
The Owen Group, Ltd.

Alice Kemerling – Logistics Chair
Gilmore Keyboard Festival

Laura Latiolais – Program
Hospice Care of Southwest Michigan

Kim Loftus – Awards
Constance Brown Hearing Centers

Bobbe Luce – Marketing Chair
WildWood Designs

Jane Nuzzo – Logistics
Fontana Chamber Arts

Laurel Palmer – NPD Co-Chair
Junior Achievement of Southwest Michigan

Danielle Petros – Marketing
The Owen Group, Ltd.

Kim Phillips – Sponsorship

Barbara Sharpe – NPD Co-Chair
CARES

Dawn VanderPloeg – Program
Hospice Care of Southwest Michigan

Kent Vanderwood – Awards
Mel Trotter Ministries

Sherie Veramay – Logistics
Western Michigan University

Heather Carpenter – NPD Event Coordinator

National Philanthropy Day 2008 Award Recipients

Each year the West Michigan chapter of AFP is pleased to recognize individuals and organizations who exhibit the spirit of philanthropy in West Michigan.

AFP-WM proudly presents the following National Philanthropy Day 2008 award recipients.



Distinguished Philanthropist
John G. & Kathryn S. Polzin
nominated by Kalamazoo Community Foundation

This award is presented to an individual or family with a proven record of exceptional generosity who, through direct financial support, demonstrates outstanding civic and charitable responsibility and whose generosity encourages others to take philanthropic leadership roles on a

community, national and/or international level.



Exemplary Foundation
The Wege Foundation
nominated by Aquinas College

This award is presented to a foundation that demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles in philanthropy and community,

national and/or international involvement.



Outstanding Corporation
McCrosky Marketing Communications
nominated by Housing Resources Inc.

This award is presented to a corporation, or its corporate foundation, that demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles toward philanthropy and community involvement.



Outstanding Volunteer Fundraiser
Dr. James B. Fahner
nominated by Hospice of Michigan

This award is presented to an individual or family that demonstrates outstanding skills in coordinating and motivating groups of volunteers for fundraising projects for the benefit of charitable institutions.

Begin to consider who you might nominate for a 2009 National Philanthropy Day award. Nominations will be accepted in the following categories:

- Benjamin Franklin Award for an Outstanding Fundraising Professional
- Outstanding Volunteer Fundraiser Award
- Distinguished Philanthropist Award
- Outstanding Corporation Award
- Exemplary Foundation Award
- Outstanding Youth in Philanthropy Award
- The West Michigan Chapter Award for Excellence in Fundraising

2009 nominations will be open soon at www.afpwm.org/npd-awards.

GRAND FUNDERS

The Owen Group, Ltd.
W.K. Kellogg Foundation

SPONSORS

Aquinas College
Battle Creek Community Foundation
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Community AIDS Resource & Education Services
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Fremont Area Community Foundation
Grand Haven Community Foundation
Grand Rapids Community Foundation
Grand Valley State University
Hope College
Hopkins Fundraising Consulting
Irving S. Gilmore Foundation
Junior Achievement of Southwest Michigan
Kalamazoo Community Foundation
Parrish Consulting
Pine Rest Christian Mental Health Services
Steelcase Foundation
Western Michigan University Foundation
WildWood Designs

SAVE THE DATE

*AFP West Michigan
Member Holiday Luncheon*

12pm Friday, December 19, 2008

Details to follow. This event is offered as a member benefit at no charge.



**National
Philanthropy Day®**

21st Annual National Philanthropy Day®

Thursday, November 6, 2008 • Register online at www.afpwm.org/npd

Registration Form

Copy for additional registrations. Use one form for each registrant.

Name: _____, CFRE

Position: _____

Organization: _____

Street Address: _____

City, State, Zip: _____

Email: _____

Work Phone: _____ Alternate Phone: _____

Do you require special menu accommodations? Specify: _____

PLEASE CHECK APPROPRIATE BOX:

- Member**, all day \$75
- Not-Yet-A-Member**, all day \$90 (Online special—before October 3—only \$75!)
- Awards Luncheon Only** \$30
- Executive Director & Board Member Session** \$30 (Limited space, first come—first served; includes luncheon)

Registration Deadline, October 24

PAYMENT METHOD:

Amount Enclosed \$ _____ (Add \$10 per person after October 24 deadline.)

Check payable to: **AFP-West Michigan Chapter**

Credit Card (VISA and MasterCard only) VISA MasterCard

Card # _____ - _____ - _____ - _____ Expiration Date: _____ CSC: _____

Print name as it appears on card: _____

Signature: _____

Mail registration and payment to: AFP-WM Chapter Administrator
PO Box 6302
Grand Rapids, MI 49516-6302

Questions?

Contact Deb O'Donnell, AFP-WM Chapter Administrator, 616.988.8020 or oddoneb@aquinas.edu.

President's Report—Lobbying Leadership



On behalf of the Board of the West Michigan chapter of AFP, I hope you've had a productive year thus far. I wanted to take this opportunity to inform you of a change in AFP membership dues for 2009.

Earlier this year, the West Michigan board was informed by AFP International that they were considering increasing membership dues. As you may imagine, our local board members were very concerned about this proposed increase given the state of the Michigan economy and our desire to keep AFP membership affordable for smaller non-profits.

We immediately initiated a discussion with AFP International around this issue. We sent a formal letter of concern to the AFP advisory body on membership. As board chair, I also participated in a conference call with other chapter representatives from around the nation. This gave me an opportunity to personally register our concern about this proposed plan.

Despite our best efforts to derail plans for a dues increase, AFP International has decided to move ahead with a \$30 increase in membership fees for active and associate members. *This will increase most of our member's dues to a total of \$250.* This plan goes into effect on April 1, 2009. If your membership renewal comes

due before April 1, 2009, you may re-register at current rates, but you will pay the increased fees in 2010.

I'm providing this information for two reasons. First, I want you to know that your West Michigan board representatives do not agree with this increase—particularly given Michigan's tough economic environment. Secondly, I encourage you to contact AFP International directly to register any concerns you may have with this plan (contact Paulette Maehara, President and CEO, at pmaehara@afpnet.org or 703.519.8440). Finally, I hope this increase in membership dues won't dissuade you from continuing as a member in our local chapter. If you have additional questions about this issue, please contact me directly at 616.575.5200.

We have an exciting fall planned for our local chapter, culminating in National Philanthropy Day on November 6th in Kalamazoo. We wish you the best as you plan for year-end activities and hope to see you in Kalamazoo in November.

Sincerely,

Keith Hopkins
President, AFP West Michigan

Welcome

Join us in welcoming new members to AFP-WM from February through July 2008!

Christine Albertini

Verve

Becky Beauchamp

Traverse Symphony Orchestra

David Bower

Blue Lake Fine Arts Camp

Marlene Brostrom

Greater Ottawa County United Way

Steven Crawley

Disability Network, Lakeshore

Michael Demeyer

Heart of West Michigan United Way

Ashleigh Dowell

Grand Valley State University

Catherine Dublis

DeGage Ministries

Dave Fackler

IMH Ministries International, Inc.

Linda Ann Falstad

Falstad Initiatives, LLC

Claudia Haworth

Portage Community Center

Colleen Huddas

Frederik Meijer Gardens & Sculpture Park

Teresa Janzen

Kuyper College

Pat Kramer

Make-A-Wish of Michigan

Kathy Lemieux

MOKA Corporation

Bill McFarlin

Blue Lake Fine Arts Camp

Janel Mullen

Frederik Meijer Gardens & Sculpture Park

Stephanie Neal

Grand Rapids Arts Museum

Brooke Bond Nobis Buys

Kalamazoo Communities in Schools

Mary Lehman Panek

Lance Michael Pellow

Hope College

Patricia Pettinga

*Todd N. Schuiling
Community Foundation of the Holland/
Zeeland Area*

Monika Trahe

Ministry with Community

Karen Woods

Empowerment Resource Network

Education

One of the great benefits of an AFP membership is access to local and affordable educational opportunities. The 2008 AFP West Michigan Education Committee has planned an outstanding year of learning and growth. There are only a few more chances in 2008 for you to take advantage of some great experiences. Make sure you mark your calendars for the following dates:

September 12	Prospect Research	Traverse City
October 10	Metrics & Best Practices	Grand Rapids
November 6	National Philanthropy Day 2008	Kalamazoo

Watch your e-mail and mailboxes for more information!

What does it mean to be a member of AFP-WM?

It means that if you are about to embark on your first capital campaign, you have resources such as live seminars and teleconferences. Even more powerful than that is you can connect with other AFP members who have led successful campaigns and can provide valuable wisdom.

It means that you have a vast number of resources available on any topic you will encounter at the AFP website where you can connect with information and people.

It means that you can attend informal meetings to learn and share information that makes all of our organizations more professional and more efficient.

It means that if you are new to West Michigan you are instantly connected to others in your field. You readily have a resource for education and camaraderie.

Paula Mc Nicholas, a new AFP member and Development Director at Oxbow School of Art (part of the Art Institute of Chicago) is new to the area. You will find her dividing her time between Chicago and Saugatuck. This is how she feels about AFP. "AFP is a no brainer if you are new to an area. People in AFP seem to be enthusiastic about their organization, their jobs and their community. To me, the networking is so important because development professionals are often one 'man' shops. Having an opportunity to talk with colleagues about trends and ideas is so important. AFP is tremendous because we share a common language and goals."

The Association of Fundraising Professionals (AFP) represents more than 30,000 members who are part of 197 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs.

Our chapter members are aware of the benefits of membership. January 1 through July 31 our local chapter gained 32 new members, that's a growth rate of 2.44%. In the past year, we have a retention rate of 81.58%. Hats off to our committees that so diligently plan and offer meaningful opportunities to our members.

So, what does it mean to be a member of AFP West Michigan?

It means that you are informed. And it means that you are conscientious about doing and being your best so that you can serve your organization and those it serves, develop life-long professional and personal relationships and make a difference.

Call for Talent

The Communications Committee is in need of the talents of an AFP-WM member who specializes in drafting and distributing a limited number of press releases to regional media outlets. Interested parties may contact Anna Goddard, Communications Chair, at annag@clarkretirement.org or 616.452.1666 ext. 121.

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Chamberlain Scholarships— Elevating the Careers of Local Fundraisers

Don't miss a great opportunity to help further your professional fundraising career!

AFP is sending a chapter-nominated Chamberlain scholar to the 2009 AFP International Conference on Fundraising in New Orleans. The nominee must be a fundraiser who has never attended an AFP or NSFRE conference.

The scholar pays \$10 toward the event and the AFP Foundation for Philanthropy pays the \$500 scholarship directly to the conference registration account. Our chapter has additional scholarship funds that may be applied for to help with travel, food and lodging expenses as well.

Chapters choose Chamberlain Scholarship recipients. Our chapter deadline to accept nominations is October 20, 2008.

Susan Baker, Development Director of Catholic Family Services of Kalamazoo, was our chapter's 2008 Chamberlain Scholarship recipient. Susan found the international conference to be very inspiring.

"The speakers were all inspirational and educational. I came back with many new ideas and fresh thoughts for the development activities at my agency. I also came away feeling very proud to be a professional fundraiser and a member of AFP. Thank you for your support and confidence in me. I would not have been able to attend my first ever International Conference without the scholarship from AFP."

Sponsored by the AFP Foundation for Philanthropy, the Chamberlain Scholarship honors the memory of Ralph E. Chamberlain, CFRE, and a founding member of the Greater New York Chapter and a longtime supporter of the AFP Foundation for Philanthropy.

For more information or for an application, visit www.afpwm.org/scholarships or contact Kim Loftus at kiml@cbrown.org or 269.343.2601.



2008 Chamberlain Scholarship recipients

Certification

For those AFP members interested in achieving their CFRE designation, please access www.cfre.org for information on the changing application requirements. The CFRE Board of Directors recently altered their credentialing policy and increased some CFRE testing fees. Over 4,000 fundraisers in the United

States hold the CFRE designation, including many local West Michigan chapter members. After checking the website, if you have additional questions about the CFRE designation, the requirements or the testing process, please contact Keith Hopkins at 616.575.5200.

Every Member Campaign—Together We Make It Happen



You have the opportunity to demonstrate your personal generosity in your profession. AFP's Every Member Campaign (EMC) is now underway and is one of the most significant means of support and advancement of our profession.

One of the most valuable ways that the Every Member Campaign helps is in support of the Chamberlain Scholarships.

To see how our campaign is coming along, visit our chapter's Every Member Campaign webpage (www.afpwm.org/emc). Once there you may link to a downloadable pledge form or give directly online.

Thank you for your support of AFP and consideration of this request.

Kim Loftus
Chair, Every Member Campaign

2008 AFP West Michigan Board of Directors

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Reach Prospective Clients

Don't miss a unique opportunity to reach hundreds of fundraising professionals who may be looking for your products and services.

The West Michigan Chapter of the Association of Fundraising Professionals offers you the opportunity to advertise in the chapter's biannual newsletter, **Developments**.

Developments is published twice per year and is sent to the 220 membership base of fundraising professionals who work in non-profit organizations in West Michigan. Along with its members, the chapter mails this newsletter to our house list of over 600 non-member fundraising professionals, CEOs, Executive Directors and allied professionals.

Advertising rates based on two issue, annual insertion as follows:

\$250 business card size

\$500 quarter-page

\$750 half-page

\$1,000 full-page

For more information, please contact Anna Goddard at 616.452.1666 ext. 121 or annag@clarkretirement.org.

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 an extended house mailing list.

Developments is coordinated by the AFP-WM Communications Committee:

Anna Goddard
Wendy Hanson, CFRE

Please let us know if you no longer wish to receive this newsletter by contacting Deb O'Donnell, Chapter Administrator, at 616.988.8020, by fax 616.732.4481, or by mail at: AFP-WM, PO Box 6302, Grand Rapids MI 49516-6302 or at odonndeb@aquinas.edu.

Association of Fundraising Professionals

West Michigan Chapter
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