

Along the Way... It's the Network!



Those three words may bring a picture to your mind...the Verizon phone TV commercials. But let's try and apply them to fundraising—especially in these precarious economic times.

No matter how unsure we are of our organization's gift revenue at this point in the year, there is one area we must not overlook—our network of social, business, and donor connections! In short, we

must focus on our personal network of relationships.

In an era of potentially shrinking donor dollars, we may be tempted to make our fundraising nothing more than "donor transactions." We do this at our peril. It really IS all about building relationships with donors and prospects in a manner that opens the door for us to present our cause credibly.

Lately, I've been reading a book entitled *Let's Have Lunch Together* by Marshall Howard. Unlike other fundraising methodology

books I've read, this one is called a "learning novel." Howard uses a fictional character named Oscar to illustrate how to reach out and build powerful relationships—ones that lead to committed, engaged donors. The key is developing a proactive "relationship strategy" for each major donor or major donor prospect. This is not new information to most of you but it is a good reminder of what we are to be about as fundraisers.

How do you get started with a relationship strategy? It's as simple as picking up the phone, calling a donor and saying 'thank you!' This small gesture means so much to donors.

As we serve our causes this year, we may want to consider changing our title (or at least our focus) to Chief *Relationship* Officer!

Warm regards,

Keith Meyering, CFRE
 President, AFP-West Michigan

Welcome New AFP-WM Members!

We are honored to present the following new members (August 2008 - January 2009):

Judy Beahan
Hugh Micheal Beahan Foundation

Paul Beebe
Senior Meals Program

Gina Bovee
Grand Rapids Community Foundation

Briette Bryant
Grand Valley State University

Ken Capisciolto
Kuyper College

Marilee Chamberlain
Kuyper College

David Eitland
Grand Traverse Bay YMCA

Tamara Lynn Elhart
Kandu, Inc

Roberta Jayne Elliott
Heart of West MI United Way

Rosemary Gardiner
Family & Children Services

Megan Geerling
The Phoenix Society for Burn Survivors

Thomas Patrick Gleason

Stan Greene
Home Repair Services

Lindsay Griffis
Access of West Michigan

Nancy Hopkins
Child and Family Resource Council

Linda Jacobs
Good Samaritan Ministries

Jaela Jones
MI Community Blood Centers

Ryan Keough
Andrews University

Nancy Trimble Kern
Girl Scouts Heart of Michigan

Matt Lechel

Elizabeth Males
MSU College of Human Medicine

Kathi Martin

Joshua Merchant
Albion College

Lydia Stazen Michael
Women's Resource Center

Derl Oberlin
Gilmore Keyboard Festival

Daryl Sieplinga
J.C. Egbert & Associates

Rebecca Steketee
Grand Rapids Civic Theatre

Rebecca Teahen
Grand Traverse Conservation

Faye Veltman
Bethany Christian Services

Deborah Vogel
Good Samaritan Ministries

Beth Walton

Joanna Lynn Williams
Impact For Success

Tiffany Woodson
Girl Scouts Heart of Michigan

Diversity Committee Update

The Diversity Committee of AFP-WM remains committed to assuring that ongoing progress is made in the governance, chapter, committee memberships, programs and activities of AFP-WM. In addition, the committee has discussed partnering with area educational institutions to develop interest among minority students and students of diverse backgrounds so they might consider the fundraising profession as a career choice.

Below is an excerpt from the AFP Chapter Diversity Resource Guide:

"We've made great strides in encouraging people of diverse communities and backgrounds to join AFP; however, there is still much work to be done. We need to be an association that is as **diverse** as the people represented by the organizations for which we work."

CURRENT MEMBERS ARE:

Johngerlyn "Jonse" Young, Chair – Grand Rapids Community Foundation
Kathy Gallagher – Battle Creek Area Catholic Schools Foundation
Barbara Hohman – Senior Neighbors, Inc.
Mark Petz – Humane Society of Kent County

If you are interested in joining the Diversity Committee or have suggestions, please contact Jonse Young at jyoung@grfoundation.org or 616.454.1751 ext. 108.

Your AFP-WM Chapter presents a fundraising "Stimulus Package"...

The Education Committee of AFP-WM works to provide several educational opportunities throughout the year. We know how hard you work and we want you to know how much we value your membership. Therefore, we invite our members to join us for a FREE (only \$10 for nonmembers!) educational seminar on Tuesday, April 28. **Fund Raising in a Down Economy** promises to be a great program—registration and networking begins at 8:30am at Grand Rapids Community Foundation.

Also, you should plan ahead to attend our June educational session which will be held on June 5 at Evergreen Commons in Holland. Our topic will be Board and Volunteer Development, presented by June J. Bradham, CFRE.

Finally, AFP-WM is partnering with NorthSky Nonprofit Network to bring a series of AFP Audio/Web Conferences to Northern Michigan. All sessions will be held at Northwestern Michigan College, University Center, from 1:00 to 2:30 PM. Cost for each session is only \$10. Upcoming dates and topics are listed below.

Do you have an idea for an educational session topic, presenter or location? Give Education Chair Heather Zeoli a call at 616.331.5709 and share your idea! For more information about educational opportunities, visit www.afpwm.org/education. All sessions are open to AFP-WM members and nonmembers.

UPCOMING EDUCATIONAL SESSIONS:

Tuesday, April 28, 2009
Fundraising in a Down Economy
Grand Rapids Community Foundation

Friday, June 5, 2009
Board & Volunteer Development
Evergreen Commons, Holland

Friday, September 18, 2009
Foundation & Grant Funding
Traverse City

UPCOMING AUDIO/WEB CONFERENCES (NORTHERN MICHIGAN):

Thursday, April 23, 2009
Twelve "Deadly" Mistakes of Major Gift Campaigns and How to Avoid Them!
Presenter: Julia Walker

Wednesday, May 20, 2009
Giving Circles and Fundraising in the New Philanthropy Environment
Presenters: Angela Eikenberry and Jessica Bearman

Wednesday, June 10, 2009
Evaluating Your Development Program: How Do You Measure Up?
Presenter: Linda Lysakowski, ACFRE

Wednesday, September 2, 2009
Prospect Research: How to Use Philanthropy Data for the Most Effective Fundraising
Presenter: Kathleen Rogers

Special Thank You...

...to Kalamazoo Valley Community College Foundation for underwriting our February 12 *How to Get the Appointment* education session.

...to the Grand Rapids Community Foundation for providing the venue and validating parking for our April 28 *Fundraising in a Down Economy* education session.

The willingness of generous organizations like these to go above and beyond making AFP-WM events affordable is a testimony to the wonderful work they do for our communities and a tribute to the nonprofit spirit.

Where You Belong

If you are one of the 214 members of AFP-WM, you know the extraordinary benefits of networking, educational opportunities and information that AFP provides for you. In these times, it truly is important to be a leader and to be on the cutting edge. AFP helps us stay informed and inspired. Our most recent report from AFP International indicates that our membership levels have been the highest ever in 2008 for our Chapter. Ours is the fifth largest chapter in District D Area 2 which includes major cities such as Chicago, Detroit, Indianapolis and Milwaukee.

Continue to check your e-mail for upcoming educational sessions including our June 5 event on **Board and Volunteer**

Development with author June Bradham, CFRE, President and founder of Corporate Development.

As set forth by AFP International, annual dues will increase on April 1, despite our chapter's clear objection. Due to this increase, AFP-WM is making efforts to limit the costs of educational seminars while continuing to provide informative and inspiring workshops for our members. Additionally, our chapter is able to provide scholarships for qualifying members to participate in continuing education. See below for more information.

Now Accepting Applications for Educational Scholarships

AFP-WM offers scholarships to all chapter members regardless of financial need. Applicants must have development responsibilities within the qualified 501(c)(3) in which they work. One scholarship per individual per organization may be awarded each year.

Applications are accepted throughout the year and awarded at the next available meeting of the AFP chapter board after submission. Applicants will be notified within 30 days of receiving the application.

The application process is quite simple. All you need to do is submit a one-page summary that includes the following:

- Name of individual and employer
- 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, PO Box 6302, Grand Rapids, MI 49516-6302 or e-mail to odonndeb@aquinas.edu

There are three types of scholarship programs:

AFP-WM PROGRAMS

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

To be considered the scholarship applicant must:

- be an AFP member

REGIONAL PROGRAMS

The AFP 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 two years
- have attended at least two local programs in the past year

NATIONAL PROGRAMS

The AFP 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
- an AFP member for at least two years and an active program participant
- an AFP or NPD volunteer

If you have any questions about scholarship programs, please contact Kim Loftus, Scholarship Chair, at kim.loftus@borgess.com.

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NPD: 2008 Review

CHANGE THE WORLD



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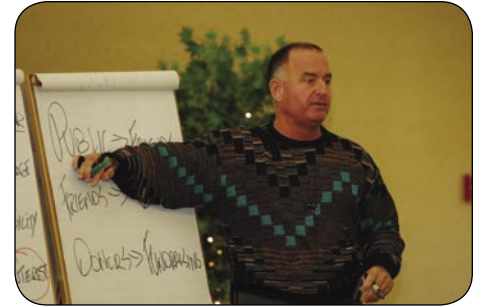
The 21st annual National Philanthropy Day (NPD) celebration was held on November 6, 2008, at the Fetzer Center in Kalamazoo. Over 150 fundraising professionals and nonprofit leaders attended the educational sessions, while 220 joined us for the Awards Luncheon.

The morning began with a plenary session featuring Chuck V. Loring, CFRE, a leading authority on Building a Dynamic Fundraising Board. Many participants said they wished their entire boards were present to hear his common sense philosophy and approachable strategies for engaging every board member in fund development to sustain their nonprofits.

Four practical, interactive workshops followed, presented by fund development professionals from West Michigan and beyond: how to engage board members in fundraising; how to use free internet tools in marketing and fundraising; how to create marketing plans; and a how-to session for EDs and Board members with Mr. Loring.

The highlight of every National Philanthropy Day is the Awards Luncheon. Three individuals and two organizations, representing

the very best of West Michigan's philanthropic spirit, were honored. Each year AFP-WM honors individuals and groups who, through their hard work and dedication, have enhanced their communities and the world.



Speaker Chuck V. Loring, CFRE

A group of dedicated fundraising professionals served on the 2008 planning committee for almost a year. "Without you all," Barbara Sharpe, co-chair of NPD 2008, told the committee, "this event wouldn't have happened, let alone been such a success." Laurel Palmer, co-chair, added, "Each of you contributed your time, skills, and enthusiasm—all of which made this a special day."

Planning has begun for National Philanthropy Day 2009 but there is time for you to join the committee. Contact Keith Meyering if you'd like to participate.



2008 NPD award recipients McCrosky Marketing Communications, The Wege Foundation, John G. & Kathryn S. Polzin and Dr. James B. Fahner with Keith Hopkins, CFRE



NPD attendee Juan Olivarez



NPD 2008 Honor Roll of Philanthropy honoree Bethany Christian Services Kalamazoo Women's Guild and guests



NPD 2008 attendee with vendor



NPD 2008 attendees Jonse Young, Marilyn Zack, and Deb Minton

Each year AFP-WM honors individuals and groups who, through their hard work and dedication, have enhanced their communities and the world.

National Philanthropy Day 2009: Save the Date

This Man Wants to Have Lunch With You!

And the AFP-WM Board of Directors invites you to have lunch with this man!

We introduce you to Marshall Howard, author of *Let's Have Lunch Together*. Marshall is a nationally recognized expert on building powerful relationships which lead to a more rewarding life and effective business connections. His relationship building strategy will strengthen your major giving program and encourage your efforts to connect with donors.



Marshall will be the featured speaker for the 2009 National Philanthropy Day (NPD) celebration on Thursday, November 5 at Calvin College's Prince Center in Grand Rapids. Marshall's unique brand of motivation will help AFP-WM celebrate philanthropy at the NPD Awards Luncheon.

At the conclusion of lunch, development and executive staff members, along with board member attendees, will reconvene for a fast-paced, practical session with Marshall. Every workshop attendee will receive

Let's Have Lunch Together as part of the registration fee.

Marshall's 25 years of consulting with a host of organizations in all sectors of the economy taught him that the power of our relationships is a key to success in any endeavor, and certainly in fundraising.

More details are coming your way on the web and through the mail!

Get Your Name on the Honor Roll (of Philanthropy)!

Once again this year on National Philanthropy Day, your organization may honor a volunteer, board member, donor or staff member through AFP-WM's Honor Roll of Philanthropy. The Honor Roll designation is in addition to the National Philanthropy Day Awards.

This is your opportunity to highlight the service of someone special in your organization.

What You Receive:

- A table for eight guests, including the honoree at the Awards Luncheon
- Public recognition of the service your honoree performs
- Brief written and PowerPoint profile of your honoree presented during the luncheon
- The opportunity to highlight the work of your organization

Investment:

\$500 sponsorship of National Philanthropy Day

A limited number of Honor Roll of Philanthropy tables are available. Contact Keith Meyering 616.224.7431 or kmeyering@bethany.org for more information.

NPD 2009 Award Nominations

Nominations are now being accepted for National Philanthropy Day 2009! The NPD Awards are a uniquely special way to highlight and celebrate notable individuals and organizations making significant differences in our communities.

CATEGORIES INCLUDE:

- 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

Visit www.afpwm.org/npd-awards for complete award descriptions, nomination materials and a list of past recipients. Nominations may be submitted online or by mail or fax by AFP members or nonmembers.

Questions? Contact NPD 2009 Awards Chair Anna Goddard at annag@clarkretirement.org or 616.452.1666 ext. 121.

Every Member Campaign

Thank you to all who supported the AFP Foundation for Philanthropy through the 2008 Every Member Campaign (EMC). Your support will help fulfill the critical need of unifying the efforts of nonprofit organizations by delivering educational and training programs, facilitating the exchange of best practices and advocating for favorable public awareness of philanthropy.

This is the first year in many that we did not completely reach our goal, however we were close - 52 donors contributed \$5,942 or 97% of our \$6,100 goal.

Keith Hopkins, CFRE
2009 EMC Chair, AFP-WM
keith@hopkinsfundraising.com

2008 EMC Contributors

Susan Baker
Molly A. Ball
Anne M. Benson
Robert A. Berkhof, CFRE
Roger Bouwma
Janet Carbonneau Jones
Deb Davis
Sara DeMann
Deborah Lynn Dingwall
Donald G. Distelberg, CFRE
Jay Ediger
Kate Frillmann, CFRE
Kathy Gallagher
Anna Goddard
John Joseph Greenhoe

Susan Halteman
Brian E. Hartzell, APR
Deborah Hekman
Barbara J. Hoag
Barbara H. Hohman
Brett Holleman, CFRE
Keith Hopkins, CFRE
John Huebler
Todd M. Jacobs
Peter Knibbe
Rev. Henry M. Kroondyk, CFRE
Marcie Lewis
Kim Loftus
Amber J. MacKenzie
MaryAnne Macy

Keith D. Meyering, CFRE(α)
Barbara Mieras
Juddee A. Milito, CFRE
John M. Norden
Jane Nuzzo
Laurel Palmer
Mary Lehman Panek
Linda K. Ploeg
Ronald G. Rozema
William R. Schmiedicke, CFRE
Karen Searls
Barbara Sharpe
Nikki Sobkowski, CFRE
Kent Vanderwood
Sherie L. Veramay

James B. Visser
William Weitzel
Robert C. Williams, CFRE
Scott T. Wolterink, CFRE
Johngerlyn Young
Janet Zahn
Heather Zeoli

The CFRE Designation

From time to time, we are asked by our members about the Certified Fundraising Executive designation (CFRE). For those of you who are new to the West Michigan chapter, the CFRE designation is similar to other professional certification programs—providing you with an opportunity to demonstrate your long term commitment to a career in development, while also achieving a credential that highlights your professionalism and high ethical standards.

Achieving the CFRE is not an easy process, so if you decide to pursue this path, understand that it will take time and effort on your part. The CFRE application process has several key steps and includes a written exam. For full details, please go to www.cfre.org/why_certify.html or contact Keith Hopkins at 616.575.5200.

Top 5 Reasons to Become a CFRE

Certification grants you more credibility. CFRE certification serves as an impartial, third-party endorsement of your knowledge and experience against international standards in philanthropy. It adds to your credibility as a fundraiser and sets you apart from other professionals.

Certification can improve career opportunities and advancement. CFRE certification can give you the “edge” when being considered for a promotion or other career opportunities. CFRE certification clearly identifies you as an employee who has demonstrated mastery of fundraising principles and techniques based on accepted best practices.

Certification prepares you for greater on-the-job responsibilities. CFRE certification is a clear indicator of your willingness to invest in your own professional development. Certified professionals are aware of the constantly changing

environment around their profession and possess the desire to anticipate and respond to change.

Certification improves skills and knowledge. Typically, achieving CFRE certification requires training, study and “keeping up” with changes. CFRE certification showcases your individual mastery by confirming proficiency and knowledge in the field. CFRE certification also requires recertification every three years, proving you stay ahead of the curve in fundraising.

Certification may provide for greater earnings potential. Many fundraising professionals who have become CFRE certificants experience salary and wage increases based on their certification status. Studies show that on average CFRE certificants earn 17% more than their non-certified counterparts. In addition, CFRE certificants are in high demand internationally.

2009 AFP-WM Board of Directors

MATT BATES

Senior Vice President, Fund Development
Girl Scouts Heart of Michigan
mbates@gshom.org
269.343.1516

SARA DEMANN

Ethics Chair
Development Director
YMCA of Greater Grand Rapids
sdemann@grymca.org
616.855.9682

KATHY GALLAGHER

Secretary & Membership Co-Chair
Development Director
Battle Creek Area Catholic Schools Foundation
kgallagher@bcacs.org
269.963.4771

ANNA GODDARD

2nd Vice President & Communications Chair
Fund Development Coordinator
Clark Retirement Community
annag@clarkretirement.org
616.452.1666 ext. 121

DEB HEKMAN

Membership Co-Chair
Development Manager
Evergreen Commons
dhekman@evergreencommons.org
616.355.5143

BRETT HOLLEMAN, CFRE

1st Vice President & Education Co-Chair
Regional Advancement Director
Hope College
holleman@hope.edu
616.395.7783

KEITH HOPKINS, CFRE

Immediate Past President,
Every Member Campaign & Certification Chair
President, Hopkins Fundraising Consulting
keith@hopkinsfundraising.com
616.575.5200

HANK KROONDYK, CFRE

Treasurer
Chief Development Officer
Pilgrim Manor Retirement Community
hkroondyk@pilgrimmanor.org
616.458.1133

KIM LOFTUS

Scholarship Chair
Development Officer
Borgess Foundation
Kim.Loftus@borgess.com
269.226.5126

KEITH MEYERING, CFRE

President
Director of Planned Giving
Bethany Christian Services
kmeyering@bethany.org
616.224.7431

LAUREL PALMER

Director – Kalamazoo College Fund
Kalamazoo College
lpalmer@kzoo.edu
269.337.7282

LINDA K. PLOEG

Consultant
Fidelis Fund Development
lploeg@fidelisfd.com
616.866.3812

BARBARA SHARPE

Communications Director
CARES
bsharpe@caresswm.org
269.381.2437

JOHNGERLYN "JONSE" YOUNG

Diversity Chair
Planned/Major Gifts Director
Grand Rapids Community Foundation
jyoung@grfoundation.org
616.454.1751

HEATHER ZEOLI

Education Chair
Parent-Family Program Manager
Grand Valley State University
zeolih@gvsu.edu
616.331.5709

DEB O'DONNELL

Chapter Administrator
PO Box 6302
Grand Rapids, MI 49516-6302
odonndeb@aquinas.edu
616.988.8020

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 bi-annual newsletter, *Developments*.

Developments is published twice per year and is sent to the nearly 200 membership base of fundraising professionals who work in nonprofit organizations in West Michigan. Along with its members, the chapter mails this newsletter to our house list of over 300 non-member fundraising professionals, CEOs, Executive Directors and allied professionals.

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

\$250 business card size

\$500 quarter-page

\$750 half-page

\$1,000 full-page

For more information, please contact Janice Fonger at jfonger@kdl.org.

Association of Fundraising Professionals
West Michigan Chapter
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Grand Rapids MI 49516-6302

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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.



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 - Chair
Janice Fonger
Wendy Hanson, CFRE
Jennifer Wilson

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 odonndeb@aquinas.edu.



AFP-WM Job Posting Service

As a service to its members and to the broader nonprofit community, AFP-WM offers a job posting service. Interested parties are invited to contact Chapter Administrator, Deb O'Donnell, for more information. Contact Deb at odonndeb@aquinas.edu, (616) 988-8020 or www.afpwm.org.

Description

position listing on AFP-WM's website plus one broadcast e-mail to our +/- 200 chapter member list

Duration

30 days on website + 1 time e-blast

Fee

AFP member	\$50
nonmember	\$100