

Celebrating AFP in 2010



In 2010, AFP International, with more than 30,000 members and 206 chapters worldwide, will celebrate 50 years of advancing ethical and effective fundraising. Locally, AFP West Michigan will be celebrating our own 25 year anniversary.

While philanthropy and fundraising have grown significantly during the past 25 years, there was no organization of fundraisers

until 1960. The American Association of Fund Raising Counsel (AAFRC) had represented fundraising firms for 25 years, and many local fundraising organizations existed; however, no organization represented the interests of charitable fundraisers.

In the winter of 1959, three noted fundraisers met to share a common vision. Benjamin Sklar of Brandeis University, William R. Simms of the National Urban League, and Harry Rosen of the Federation of Jewish Philanthropies had long considered the need for an association of fundraisers. Their discussions led to the idea of the National Society of Fund Raisers, now known as the Association of Fundraising Professionals.

This year marks the 50th anniversary of this organization and its dedication to fundraising. Over the past 50 years much has changed in our profession and the organization of AFP has grown and impacted our profession in countless ways.

We are looking forward this year to celebrate these milestones for both the international and local chapters of AFP. AFP West Michigan has more than 200 members serving educational, healthcare, foundations, social service and many other organizations. We have been served over the years by countless volunteers who have organized educational events, provided leadership for National Philanthropy Day celebrations, served on the Board of Directors and helped in the development of our profession. We want to say thank you to all of you who have not only served your organizations, but have also volunteered your time to impact AFP.

Join us this year in celebration of these two wonderful milestones. We will enjoy the opportunity to reflect on our history, but we will also take time to look ahead at new developments in our profession and explore opportunities to better serve you, our members of AFP.



Brett Holleman, CFRE
President, AFP-West Michigan

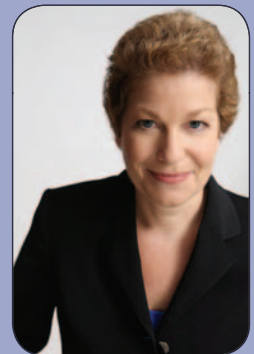
SAVE THE DATE... Friday, June 18, 2010

Celebrate AFP-West Michigan's 25th Anniversary and the 50th Anniversary of the Association of Fundraising Professionals

JW Marriott in Grand Rapids • 8:30 a.m. – 1:30 p.m.
(includes Anniversary Celebration Luncheon)

Get ready for a high energy, entertaining, and interactive presentation

360 Degree Fundraising – There is a Place for Everyone in Fundraising
featuring *Laura Fredricks, JD*



Laura Fredricks is an expert fundraiser, an inspirational speaker nationally and internationally and principal owner of her boutique consulting company Laura Fredricks, LLC. Laura is the author of the recently released book, *The ASK: How to ASK for Support for Your Nonprofit Cause, Creative Project or Business Venture*. Prior to starting her company, Laura was the vice president for philanthropy at Pace University in New York City where she raised \$92 million in six years for their capital campaign. She also served as Associate Vice President for Development at Temple University and Major Gift manager for Deborah Heart Foundation. She also practiced law for seven years as a Deputy District Attorney in Philadelphia. Laura is a sought after keynote speaker for AFP chapters nationally and internationally. She is a board member for the AFP Greater New York Chapter.

Registration Information Available Soon!

Celebrating 25 Years of AFP-West Michigan

Among our membership is a wealth of knowledge and experience. Our members have contributed much to their organizations, the fundraising profession and to AFP-West Michigan. We truly appreciate the fundraising professionals who have been members of our chapter over the last twenty-five years. It is a pleasure to honor just a few of those who have been professional fundraisers and part of AFP for many years.



Nancy Owen, CFRE
President, The Owen Group Ltd.
Kalamazoo, Michigan
Past President of AFP-WM
AFP Member since 1985

What do you remember about the early days of the chapter?

A. Before we had a chapter in West Michigan, I remember traveling to Detroit with Russ Gabier, who was then with Western Michigan University. We

would attend what was called the "Michigan Chapter" but all the meetings were in Detroit. Remember back then it was called NSFRE. On our long rides to Detroit, Russ would ask, "What could we do locally?" In 1985, we formed a chapter with Russ as President, Gary Brown as Vice President and I served as Secretary and Treasurer. At the time I was Executive Director of the Kalamazoo County Chapter of the Red Cross and had gotten to know many of the staff from other area nonprofits.

What has changed in fundraising and our chapter since those early days?

In those early days most of our chapter activity was in Kalamazoo. We quickly realized that we had to go beyond and include all of West Michigan. The local foundations assisted us by providing support and credibility. We learned from one another—what worked and what did not. The past 25 years in fundraising has brought so many changes but one of the biggest is the communication revolution through electronics. Donors are so mobile now and much more involved. They expect timely communication and feedback from organizations they support.

What has been most meaningful for you as a member of AFP-WM?

That's easy...the network of colleagues and the interchange of ideas. I've gained lifelong colleagues but more than that, lifelong friends through AFP. Through the years, I've had opportunities to lead workshops and teach several CFRE preparation courses for the chapter. I have always encouraged my staff to take advantage of AFP workshops and we attend the large Chicago AFP annual event nearly every year.

What will the next 25 years see in the world of fundraising?

I think donors will continue to become more and more sophisticated in their giving. They ask good questions now, but as information becomes even more instantaneous our organizations will need to communicate clearly and more quickly than we do currently. It will always be true, however, that fundraising is a "people-business" and it is best accomplished by sitting down with someone and simply, truthfully sharing your passion for the cause you represent.



Don Distelberg, CFRE
Senior Vice President, The Timothy Group
Grand Rapids, Michigan
Past President of AFP-WM
AFP Member since 1975

What do you remember about the early days of the chapter?

That was a while ago so the memory tends to blur a bit. Being a member of what was then called NSFRE was important because that was the day when

organizations were beginning to hire full-time fund development staff, some with specialization. The training and camaraderie was so valuable. Those early days were crucial in establishing the chapter as a viable organization.

What has changed in fundraising and our chapter since those early days?

Well there are certainly many more fundraisers in West Michigan than when our chapter started. Of course, that means more competition as well. I believe all of us in large measure, have embraced relationship-based fundraising. The days of simply sending an appeal letter are long gone. Donors want and expect much more now. Consider social-networking; that has changed fundraising just in the past 2-3 years along with the use of electronic funds transfer and giving on-line.

What has been most meaningful for you as a member of AFP-WM?

The opportunity to talk with peers on a regular basis has been so helpful. The local networking and educational sessions over the years has been very influential in my career. In my work as a consultant I travel a fair amount. I tell my clients to get involved in their local AFP chapter and discover a new network of associates and friends.

What will the next 25 years see in the world of fundraising?

It is always dangerous to try and predict the future! The pace of change has been so rapid in recent years that certainly how we communicate with donors will continue to change as well. Fundraisers must commit to continued, ongoing involvement with their donors. It really is about the relationship. How we communicate may change but communicate we must. Another factor in the future will be the increasing competition for charitable giving.

Connect with AFP-WM



Follow AFP West Michigan on Twitter, LinkedIn, and Facebook to receive timely and relevant information about chapter events, news in fundraising and network with regional colleagues.

Connect with us today!

History of Outstanding Leadership

The AFP West Michigan was established in 1985 under the guidance of Russ Gabier. The first chapter administrator was Harriet Folz Angell, who was followed by Ethel Mitchell and Jean Forrest. The current chapter administrator is Deb O'Donnell.

In the early 1990's, the chapter established endowment funds at the Kalamazoo and Grand Rapids Community Foundations. These endowments, funded annually through chapter program revenues and individual donations, continue to generate scholarship awards for individuals pursuing training in fundraising. Throughout the years the chapter has continued to grow to its current base of 200 members. The following list includes the distinguished presidents who have led our chapter. We thank them for their leadership, vision and professionalism.

1985-86 - Russell Gabier, CFRE

1987-88 - Donald Distelberg, CFRE

1989-90 - Leonard Holt, CFRE

1991-93 - S. Mark Terman, CFRE

1994 - Daryl Vogel, CFRE

1995-96 - Nancy Owen, CFRE

1997 - Robert Berkhof, CFRE

1998 - Gary Faircloth

1999 - Alice Kemerling, CFRE

2000 - Ronald Rozema

2001 - Debra Minton, CFRE

2002 - Scott Wolterink, CFRE

2003 - Lon Swartzentruber

2004 - William Weitzel

2005 - Jay Ediger

2006 - Jay Ediger

2007 - Kim Loftus

2008 - Keith Hopkins, CFRE

2009 - Keith Meyering, CFRE

2010 - Brett Holleman, CFRE

Membership Has Its Rewards

Our members have much to say about the benefits of AFP. Membership in AFP provides numerous benefits to development professionals at all levels. Members receive benefits such as newsletters (hard copy and electronic), job postings, networking opportunities, educational programs, and conferences.



Robert A. Berkhof, CFRE
Senior Associate to the President
Calvin College
Past President of AFP-WM
Member since 1987

I am pleased to be associated with AFP-WM and congratulate its members as we celebrate our 25th year anniversary as a chapter. AFP-WM is the premier professional organization for individuals in the field of advancement and fundraising.

The association provides diverse benefits which include quality educational programs and mentoring and networking opportunities with fellow credible professionals. Most importantly, I value the longstanding friendships that I have enjoyed as a result of my affiliation, and encourage all professionals in our field to join AFP-WM. You will benefit both personally and professionally.



Mary Louise Avery, CFRE
Director of Development
Center for Women in Transition
Member for 20+ years

AFP has been the best possible "advanced degree" experience for me. The mentoring, cajoling and encouragement of my fellow members has helped me stay pretty current. It was the AFP group in Kalamazoo that advised me to take the risk for CFRE certification

and for that I have been grateful. It gave me confidence. I then believed I was a true professional. The AFP group in Grand Rapids was so welcoming when my job took me there and now I am welcome again in Holland. After 25 years, AFP-WM like fine wine just gets better with age.

Thank you to all of our members over the years. You are a true asset to our chapter and the professionals we serve. We celebrate you during this Anniversary year and everyday!

AFP-WM is always looking at new ways to expand our membership and services. We welcome your comments and suggestions. You can contact the AFP-WM Membership Co-Chairs, Deb Hekman (dhekman@evergreencommons.org) or Kathy Gallagher (kgallagher@bcacs.org).

Welcome New AFP-WM Members!

Join us in welcoming new members to AFP-WM from August 2009 through January 2010!

Dayna Black-Kozminski
Cornerstone Alliance

Rev. Charlotte Ann Ellison
Heartside Ministry

Deanna Gast
Michigan State University

Stephanie Greenwood
Hope College

Marianne Grooters
Grand Rapids Christian Schools

Gregory Hoyle, CLU
Hoyle & MacKenzie

Benjamin Lane, Esq.
Plante & Moran

Jim Rademaker
WGVU

Abby Reeg
Hope College

Mary Remenschneider
Hope College

Patti Sholler-Barber
Family & Children Services

Tim Swiney
Mel Trotter Ministries

National Philanthropy Day 2009

LET'S HAVE LUNCH TOGETHER WELL RECEIVED!

AFP-West Michigan's annual celebration of philanthropy was held on November 5, 2009 at the Prince Center, Calvin College. The event featured a near capacity Awards Luncheon at which five individuals and two organizations were honored for their community service.

Following the luncheon, nearly 160 fund development professionals, nonprofit executives and board members participated in an interactive workshop presented by Marshall Howard, author of *Let's Have Lunch Together!* Howard shared his proven strategies for relationship building and fundraising. Attendees received a complimentary copy of Howard's book.



Keynote and workshop speaker Marshall Howard

"Thanks for inviting Marshall to share—he was great"



Youth in Philanthropy—Bernadine Mott Chapter of the National Honor Society, Comstock, MI



State Farm Insurance, Outstanding Corporation
Brian Matthews & Dianne Lerman



Ben Richardson, President's Award



Dave & Jane Armstrong, Outstanding Volunteer Fundraisers



William & Jane Van Domelen,
Distinguished Philanthropists

"I am new to fund development—this is a wonderful program."

"Very fun, practical & realistic."

The Honor Roll of Philanthropy

Three organizations participated in the 2009 Honor Roll of Philanthropy designed to highlight the service of a significant volunteer, board member or donor. Special thanks to:



Bethany Christian Services
Honoring Deb DeWinter, Volunteer

L to R – back row: Ginger Hollemans, Janet Genow, Pete Knibbe, Joanne Stockdale

L to R – front row: Vera Houseman, Amy Brace, Deb DeWinter, Lois Menkveld



Porter Hills Retirement Community & Services
Honoring "The Anonymous Donor"

L to R – back row: Jim Preston, Carol Downer, Anne Benson, Coleen Buys

L to R – front row: Kari Sederburg, Brian Shepard, Tom Jackoboice



Western Michigan University
Honoring The American Federation of State, County & Municipal Employees (AFSCME) in support of the Seita Scholars Program

L to R – back row: Dr. Yvonne Unrau, Peter Ruei, Tatianna Riqueros, Dr. John Seita

L to R – front row: Lauren McAllister, Dennis Moore, Bryan Sutto

AFP-West Michigan gratefully acknowledges the involvement of the following organizations and individuals who helped make National Philanthropy Day possible:

HOST SPONSOR

Calvin College

SIGNATURE FUNDER

W.K. Kellogg Foundation

SPONSORS

Aquinas College
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Grand Valley State University
Hope College
Hopkins Fundraising Consulting
J. Milito & Associates, Inc.
The Owen Group, Ltd
Kalamazoo Community Foundation
Parrish Consulting
Pine Rest Foundation
Steelcase Foundation
Lewis & Norma VanKuiken

Award Recipients Wanted

Nominations are now being accepted for the 2010 National Philanthropy Day Awards to be held in November. Honor a philanthropist dear to your organization or a foundation notably innovative in their granting. Categories also include recognition for a volunteer fundraiser, outstanding corporation, fundraising professional, youth in philanthropy and organizational excellence.

More details and an online nomination form may be found at www.afpwm.org/npd-nominate.

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Top 10 Reasons to Become CFRE Certified

1. Certification grants you more credibility.
2. Certification can improve career opportunities and advancement.
3. Certification prepares you for greater on-the-job responsibilities.
4. Certification improves skills and knowledge.
5. Certification may provide for greater earnings potential.
6. Certification demonstrates your commitment to the fundraising profession.

7. Certification enhances the profession's image.
8. Certification reflects achievement.
9. Enriches self esteem.
10. Certification offers greater recognition from peers.

If you are interested in seeking your CFRE certification and have questions about the process, please contact Keith Hopkins, CFRE at 616-575-5200.

Currently 25 AFP-WM members have CFRE certification!

2010 AFP-WM Chamberlain Scholar



Lydia Michael, Annual Fund Coordinator
Women's Resource Center
Grand Rapids, Michigan
Joined AFP in 2009
4th Year in the Fundraising Profession

As AFP-West Michigan's 2010 Chamberlain Scholar, Lydia will be attending the 47th AFP International Conference on Fundraising in Baltimore, Maryland in April. Offered through the AFP Foundation

for Philanthropy, the Chamberlain Scholarship is designed to help individuals serving nonprofit organizations develop their knowledge and skill in fundraising.

Why did you choose fundraising as a career?

I've always been a "people person" and desired to help those in need. During my junior year of college, I served an internship with Breakthrough Urban Ministries in Chicago working in the

development office. This was eye-opening on many levels but I found fundraising to be a good fit for who I am!

What do you like the most about fundraising?

It gives me the opportunity to meet a variety of people who are passionate about Women's Resource Center and connect their passion with current projects and opportunities. I've enjoyed the challenge over the past two years here of starting a major gifts program. Of course, as every fundraiser knows, every time you meet or exceed your goal, a new higher goal takes its place! In today's circumstances, our work as fundraisers is even more important.

How has AFP membership helped you?

When you're new to fundraising you just "jump in and do it," right? AFP has helped by providing resources that are just a click or two away on the AFP International website. I've enjoyed the informal networking provided through AFP-WM and the Women in Development group. The educational workshops have also provided lots of great information and training.

If you were not a fundraiser, what would you be doing?

Since I love to read, I would probably be in some aspect of the publishing industry.

Scholarships are available for *AFP-West Michigan Programs, Regional Programs, and National Programs.*

The application process is quite simple. Please contact Laurel Palmer, AFP-WM Scholarship Chair, at 269.337.7282 or Lpalmer@kzoo.edu for more information.

2010 AFP-WM Board of Directors

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mbates@gsgcc.org / 269.343.1516

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annag@clarkretirement.org / 616.452.1666 ext. 121

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dhekman@evergreencommons.org / 616.355.5143

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holleman@hope.edu / 616.395.7783

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keith@hopkinsfundraising.com / 616.575.5200

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kmeyering@bethany.org / 616.224.7431

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Education Co-Chair
Executive Director of Development
Kalamazoo College
newmarch@kzoo.edu / 269.337.7327

LAUREL PALMER

Scholarship Chair
Director-Kalamazoo College Fund
Kalamazoo College
lpalmer@kzoo.edu / 269.337.7282

MARK PETZ

Director
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Girl Scouts of MI Shore to Shore
mpetz@gsmists.org / 616.784.3341

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Donor Services Director
Grand Rapids Community Foundation
jyoung@grfoundation.org / 616.454.1751

HEATHER ZEOLI

Treasurer & Education Committee Advisor
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



Your Help is Needed...

Have you ever considered getting more involved with AFP and enhancing your professional repertoire? Consider serving AFP-West Michigan as a member of a committee or on the Board of Directors. Our chapter is made up of talented men and women who have so much to offer the community and our chapter. You may be one of them!

AFP-West Michigan has opportunities to serve as a member of one of our standing or ad hoc committees (such as Education, Communications, Membership, or the National Philanthropy Day planning committee). This is just one step to a position on the Board of Directors.

Serve your profession through your AFP Chapter.

If interested in getting more involved, contact Keith Meyering at 616.224.7431 or kmeyering@bethany.org.

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 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

300 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 Janice Fonger at jfonger@kdl.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.



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



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 - Chair
Janice Fonger

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.