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**Who to Call**

**NEWSLETTER QUESTIONS?**

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Rich\_Draeger@usc.salvationarmy.org

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devlpmt@peoriasymphony.org

**ADDRESS/CONTACT CHANGES?**

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hwolbeck@sbcglobal.net

**April Meeting**

**WHAT?**

Leadership is a Choice not a Position!

**WHEN?**

Wednesday, April 11

**WHERE?**

American Red Cross, Peoria

# PHILANTOPICS

Association of Fundraising Professionals

April 2007

## Leadership is a Choice not a Position!

### Five Effective Practices Available to all Leaders at

### ALL Levels of Organizations

The April AFP Chapter meeting will be held on Wednesday, April 11 at the American Red Cross in Peoria. Our guest speaker, Ginny Wilson-Peters, will present on the *Five Effective Practices Available to all Leaders at ALL Levels of Organizations*.

Leadership isn't a matter of whether you were born with some magic leadership gene. We all possess some of the necessary leadership skills to be leaders in one or more areas of our lives. It is a question of your own willingness to step into a leadership role when you feel called to do so.

Kevin Cashman, author of *Leadership from the Inside Out*, defines leadership as the authentic self-expression that creates value. This presentation reinforces the concept of leadership as a personal choice and power, not a matter of what position we have (or do not have) in our organization hierarchy.

Ginny Wilson-Peters is President and owner of Integrity Integrated Inc. in the Quad Cities. She is an executive coach, teacher, corporate consultant and writer. Ginny is committed to working with highly motivated individuals who want to create positive change.

Prior to opening Integrity Integrated, Ginny served as President of Midland Press Corporation in Davenport. Her promotion to President after only 3 1/2 years was due to her positive attitude, insistence on excellence and progressive leadership style. While at Midland, Ginny was named one of the Top 40 Presidents under the age of 40 in the printing industry.

Ginny has a BA in accounting and an MBA degree from the University of Iowa Executive MBA program. She also has 20 years of experience in business and community leadership in the Quad Cities.



**Ginny Wilson-Peters**  
Integrity Integrated Inc.  
Quad Cities

She is an adjunct faculty member at the University of Iowa Evening MBA program; Board member of the United Way of the Quad Cities; Chair of the United Way Women's Leadership Initiative; a classroom consultant for Junior Achievement; board member of the Quad City Health Initiative and more.

The April 11th program will be held at the American Red Cross located at 311 W. John H. Gwynn Jr. Avenue in Peoria. The cost is \$15 for AFP members and \$20 for guests. Registration is at 11:30 a.m., lunch is provided at 11:45 a.m., and the presentation begins at 12:00 p.m.

#### DIRECTIONS

**From Bloomington**-Take I-74 West towards Peoria. Take the Riverfront Drive, Exit 94 towards downtown Peoria. Take the Washington St., IL 40 North ramp. Stay straight. The Civic Center will be on your right. Turn left onto John H. Gwynn Jr. Ave. Turn right into the American Red Cross. It is the first building on the right as you turn into the parking lot.

**For reservations, contact**  
**Gloria Dearborn at**  
**devlpmt@peoriasymphony.org.**

## ***AFP Central Illinois Chapter C. Wilson Schroeder Membership Scholarship***

The late C. Wilson Schroeder was a devoted fundraiser and was key in the development of the National Society of Fundraising Executives-now known as the Association of Fundraising Professionals. To honor his memory, the Central Illinois Chapter of AFP is proud to offer the C. Wilson Schroeder Membership Scholarship. The chapter will consider applications from fundraisers or Executive Directors who would benefit from AFP membership, but whose organization's budgets are constrained.

### **Membership Scholarships**

Up to four memberships will be awarded each calendar year.

### **Deadline For Application: April 15 & October 15**

The deadline for applications is twice each year, April 15 and October 15. Applications will be reviewed at the May and November AFP Chapter Board meetings. Additional applications may be considered throughout the year based on available remaining funds.

### **Benefits of Scholarship**

In the first year, the chapter will pay the recipient's introductory national membership fee and half of the local dues. In the second year, the chapter continues to pay the introductory national fee, but the recipient is responsible for the \$40 local dues. The intent is to demonstrate to the recipient's board the value of AFP membership, in hopes they will budget full membership fees in the future.

### **Eligibility**

The introductory category is for "persons newly employed in the field" and covers the first two years that someone is involved in fundraising. The active category is for "persons who have at least one year of experience as a fundraising professional"; therefore, the introductory is only for those with less than one year in the profession.

### **Criteria for Selection**

- 1) Priority is given to applicants with demonstrated financial need.
- 2) Recipients must serve on an AFP committee during the awarded year or the following year.
- 3) Only one application for membership from the same organization is eligible for consideration each year.

### **Scholarship Application**

Applicants must submit a completed application form along with a brief narrative by April 15 or October 15 of each year. Submit the application to: Central Illinois AFP, Chapter President, Attention: Membership Scholarship Application, PO Box 5323, Peoria, IL 61601.

### **Further Information**

For more information, please contact Chapter President, April Gould, at 655-7220 or Membership Services Chair, Jennifer Lee, at [jclee2000@sbcglobal.net](mailto:jclee2000@sbcglobal.net).

**Get to Know Shelly Smith, CFRE!**  
**AFP Central Illinois Chapter**  
**Board Member & External Affairs Co-Chair**



Shelly Smith, CFRE, is currently External Affairs Co-Chair (National Philanthropy Day) for the AFP Central Illinois Chapter. Her past roles with AFP have included Secretary, President and Past President/Governance Chair. Shelly received her Bachelors Degree from Drake University and her Masters Degree from Bradley. She has been a Certified Fundraising Executive since 1996. Shelly has been at Bradley University for sixteen years, and is currently Senior Director of the Bradley Fund.

As a student at Drake University, Shelly worked for the Annual Fund Office where she enjoyed the interaction with alumni and was able to develop fundraising skills. After accepting a position at Bradley University, she was glad to have the opportunity to once again be in annual giving. Shelly oversees the Bradley Fund and gives every alum the opportunity to make an annual gift back to their alma mater. This is accomplished through direct mail initiatives, phone calls from Bradley students and support of annual scholarships to students. Her office also solicits parents to support the University each year; both current parents and parents of graduates. Additionally, Shelly coordinates the annual Bradley for Bradley campaign, which is the faculty/staff giving campaign for the University.

Shelly enjoys annual giving because it is a unique. You not only get to interact with alumni, but also with students. Her office employs approximately sixty students each semester. She enjoys watching these students connect with alumni. Talking to alumni, hearing their Bradley stories, and sharing the exciting news of what's happening on the hilltop that day is a rewarding experience. There is always someone new to meet, or a story she has not heard.

Shelly also finds it rewarding to see her student callers grow and learn new skills in their job. Listing their job at the Bradley Fund on their resume has proved to be a great asset for many of her student callers.

Shelly is married with four children, and follows the Bradley Braves, Chicago Bears and St. Louis Cardinals. Her hobbies include reading, exercising and spending time with her family.



**Ginny Wilson-Peters**  
**Integrity Integrated Inc.**  
**Quad Cities**

**Leadership is a Choice not a Position!**

Wednesday, April 11, American Red Cross, Peoria  
 Registration at 11:30 a.m., Lunch at 11:45 a.m.  
 Program begins at 12:00 p.m.

Name: \_\_\_\_\_ Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Phone: (    ) \_\_\_\_\_ E-Mail: \_\_\_\_\_

**\$15 AFP Members \$20 Guests Amount Enclosed \$ \_\_\_\_\_**

To make your reservations for the April meeting, contact Gloria Dearborn at [devlpmt@peoriasymphony.org](mailto:devlpmt@peoriasymphony.org).  
 Please send this form with a check marked "April" payable to **AFP Central Illinois Chapter** to:  
**Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601.**  
**RESERVATIONS ARE DUE BY April 6.**

## ***Upcoming AFP Chapter Meetings***

- **Involving Your Board in Fundraising, AFP Audio Conference, May 3, 2007**
- **Government Relations and Fundraising, August 8, 2007**
- **Strategic Planning, Dr. Aaron Buchko, September 12, 2007**
- **Conversations with Donors, Donor Panel, October 10, 2007**
- **National Philanthropy Day, November 14, 2007**
- **Internet Giving, December 12, 2007**



**Central Illinois Chapter**  
**P.O. Box 5323, Peoria, IL 61601**

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