



PHILANTOPICS

Association of Fundraising Professionals

April 2008

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Who to Call

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devlpmt@peoriasymphony.org

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April Meeting

WHAT?

Finessing the Business Meal

WHEN?

Wednesday, April 9

WHERE?

Country Club of Peoria

Finessing the Business Meal

Beth Reutter, M.Ed., University of Illinois at Urbana-Champaign

A lot of business is conducted at parties and dinners, meetings that on the surface seem purely social. Knowing how to take advantage of the potential in these situations adds to your nine-to-five abilities. Many professionals are not at ease in such meetings. Savvy dining skills play a major role in the business arena today. Top management at many Fortune 500 companies take potential front line employees to lunch or dinner to observe their comfort level with executives, spouses, wait staff, and yes, even myriad pieces of silverware. Like it or not, management equates good manners with competence in business and poor manners with incompetence.

To climb the corporate ladder it is up to you to seize every opportunity to distinguish yourself and your employers from the competition. Dining Skills for Today will give you a useful set of tools for those special situations where business relationships are developed and strengthened in social settings.

Our speaker for the April 9th AFP Chapter Meeting, Beth Reutter, will provide an on-site tutorial dinner. Business Entertaining - Host/Hostess and Guest Duties - Place Settings - Silverware Savvy - The Silent Service Code - Body Language at the Table - Handling Accidents - Difficult to Eat Foods - Forms of Service - American and Continental Styles of Eating - Toasting - as well as many other dining tips to help you acquire the polish of a knowledgeable, successful person.

For over 20 years, Beth Reutter has provided business etiquette training and consulting for University of Illinois students, faculty and staff, at all three campuses, as well as corporate leaders and executives. Beth believes very strongly in the fact that a good beginning

makes a good ending, and is particularly effective at providing the polish needed to move up the corporate ladder. Beth is a Certified Business Etiquette and International Protocol Consultant, through The Protocol School of Washington in Washington, DC. She holds an Ed.M. with an emphasis in Human Resource Development from the University of Illinois at Urbana-Champaign, where she is Program Director and Professor of Hospitality Management.

Beth has been inducted into the Academy of Teaching Excellence, College of Agricultural, Consumer and Environmental Sciences at the University of Illinois; is listed in Who's Who Among America's Teachers; and is consistently listed on the University of Illinois List of Excellent Teachers.

The April 9th AFP program will be held at the Country Club of Peoria located at 4700 N. Grandview Dr., Peoria Heights, 61616. The meeting will be held in the Lakeside Room.

The cost is \$15 for AFP members and \$20 for guests. **Registration is at 11:15 a.m., lunch is provided at 11:45 a.m. and the presentation begins at 11:30 concluding at 1:00 p.m.**

Directions

From Bloomington: Take I-74 West towards Peoria. Take Adams Street, Exit 93. Turn right onto Adams Street. Turn left onto Roosevelt. Turn right onto Grandview Drive.

Reservations

To RSVP, contact Gloria at devlpmt@peoriasymphony.org.

Reservations are due by April 7.

A registration form is located on page 2.

Central Illinois Chapter Association of Fundraising Professionals

C. Wilson Schroeder Membership Scholarship

The late C. Wilson Schroeder was a devoted fundraiser and one of the founding members of the National Society of Fundraising Executives now called the Association of Fundraising Professionals. To honor his memory, the Central Illinois AFP Chapter awards membership scholarships through the **C. Wilson Schroeder Membership Scholarship** program. The chapter will consider applications from fundraisers or executive directors whose organizations budgets are constrained but who would benefit from AFP membership.

Membership Scholarships

Up to four membership scholarships will be awarded each calendar year.

Deadline: April 15, October 15

The deadline for applications is twice each year: April 15 and October 15. Applications (see page 3) will be reviewed at the May and November AFP Chapter Board meetings (first Thursday). Additional applications will be considered throughout the year based on remaining available funds.

Benefits of Scholarship

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

Eligibility

The introductory category is for "persons newly employed in the field" and they can remain in that category for two years. The active category is for "persons who have at least one year of experience as a fund-raising professional"; therefore, the introductory category is for persons with "less than one year" in the profession.

Criteria for Selection

Priority will be given to applicants with demonstrated financial need. Recipients must serve on an AFP committee during the awarded year or the following year. Only one application for a membership scholarship from the same organization will be considered each year.

*Please note
Meeting Time
Changes!*

Finessing the Business Meal

Wednesday, April 9

Country Club of Peoria-Lakeside Room

Registration at 11:30 a.m., Lunch at 11:45 a.m.

Program from 11:30a.m.-1:00 p.m.

Name: _____ **Organization:** _____

Address: _____ **City/State/Zip:** _____

Phone: _____ **E-Mail:** _____

\$15 per member \$20 per guest Amount Enclosed \$ _____

To make your reservations for the April meeting, contact Gloria Dearborn at devlpmt@peoriasymphony.org.

Please send this form with a check marked "April" payable to: **AFP Central Illinois Chapter**

Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601

RESERVATIONS ARE DUE BY April 7.

Central Illinois Chapter
 Association of Fundraising Professionals
 C. Wilson Schroeder
 Membership Scholarship Application

Applicant Name: _____

Title: _____

Organization: _____

Preferred Address: _____

City, State, Zip: _____

Preferred Telephone and Fax: _____

Email: _____

Number of years in fundraising: _____

Annual Agency Operating Budget: _____

Is your organization paying your expenses? Yes No

Scholarship recipients are encouraged to volunteer for one of AFP-Central Illinois Chapter's activities. Please indicate which you would be interested in working with:

- | | |
|---|---|
| <input type="radio"/> Education/Professional Advancement | <input type="radio"/> Membership |
| <input type="radio"/> National Philanthropy Day Awards Luncheon | <input type="radio"/> Basics 101 Workshop |
| <input type="radio"/> AFP Chapter Board | <input type="radio"/> Diversity |
| <input type="radio"/> Government Affairs | <input type="radio"/> Publicity |

Along with this completed Application Form, candidate must submit a narrative (limit to two pages, letter form) explaining why candidate is applying for scholarship. In narrative, describe:

- Financial need
- How scholarship will benefit you and your organization
- If Executive Director, describe percentage of time spent in fundraising
- Previous/current involvement or participation with AFP
- Previous training in fundraising
- Any prior scholarships received from AFP (with dates)
- Other volunteer experience in the community

Application and attachments must be received by April 15 or October 15.
Submit to Central Illinois AFP Chapter President,
Attention: Membership Scholarship Application, PO Box 5323, Peoria, IL 61601.

Responding to the Federal Tax Rebate
(courtesy of www.afpnet.org)

Just 4 percent of people surveyed in a recent Associated Press poll said they plan to use their federal tax rebate to support a charitable cause, but fundraisers shouldn't just ignore the upcoming opportunity. Of the 1,006 adults across the United States surveyed, the greatest proportion, 45 percent, said they plan to pay off bills.

AFP asked a couple of seasoned fundraisers if, and how, a solicitation should be made to those receiving U.S. tax rebates signed into law by President Bush on Feb. 13. "We have to make an effort," said Jim Greenfield, FAHP, ACFRE, president and CEO of J.M. Greenfield & Associates in Newport Beach, Calif. "Especially for those organizations that have a social service or human welfare focus, we have to invite people to consider our missions." Greenfield believes that the most convincing case could be made by organizations that serve people who are caught in a financial crunch by the weakening economy.

Scott Swedenburg, CEO of Mail Enterprises in Birmingham, Ala. concurs, recommending that museums or other organizations serving causes less directly tied to the needy not focus its efforts on the tax rebates. "You can tell a much more convincing story if donations will serve those most hurting," Swedenburg said. Swedenburg said he has several clients who are planning a direct-mail campaign timed for when the rebate checks will be mailed, and that these organizations have a social services focus. He said he is focusing mailings to reach those most able to afford giving away part of their rebate.

The U.S. economic stimulus package will pay \$600 to most individual taxpayers and \$1,200 to married taxpayers filing joint returns, so long as they are below income caps of \$75,000 for individuals and \$150,000 for couples. There is also a \$300 per child tax credit. The rebate checks are expected to be sent starting this May. Greenfield says that a solicitation of the tax rebates would best be done as a request for a portion of an individual's or family's rebate, as part of a larger focus on aiding the economy, rather than to ask a donor to give away the full amount of money.

AFP Mid-America Conference
May 5-7th

The AFP Central Iowa Chapter is sponsoring the annual spring AFP Mid-America Conference in Des Moines, Iowa from May 5-7, 2008.

The "early bird" deadline has been extended to March 31 for all AFP members.

A conference web site is up and running:
www.afpmidamerica.org and has complete conference information.

***April 16th Seminar
Major Gifts: Finding the Perfect Donors***

Presenter: Laura Fixler
Date: Wednesday, April 16th, 2008
Time: 3:00 p.m. - 5:00 p.m.
Location: Peoria Public Library
107 NE Monroe St, Peoria, IL 61602
Cost: No Fee to Attend
To register: Go to <http://sforce.benevon.com/intros/midwest.htm> and fill out the registration form.

RSVP Required! Space is Limited.

Contact Alaina Szlachta at 206-709-9400 ext. 132 or alaina.szlachta@benevon.com with any questions about this seminar.

AFP Would Like To Welcome Our Newest Members!

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