



PhilanTopics

Association of Fundraising Professionals

April 2010

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NEWSLETTER QUESTIONS?

Kimberly Weeks, CFRE 309-688-8671
kweeks@girlscouts-gsci.org

MEETING RESERVATIONS?

Beth Gilbert 309-692-7631
bgilbert@peoriaymca.org

ADDRESS/CONTACT CHANGES?

Heather Wolbeck
hjwolbeck@sbcglobal.net



Please contact Kimberly Weeks at kweeks@girlscouts-gsci.org if you no longer wish to subscribe to this newsletter.

Social Media for Non-Profits

Presented by Dr. Cheryl Fliege

Please join us for the April 14th AFP Chapter Meeting on *Social Media for Non-Profits*, presented by Dr. Cheryl Fliege.

Dr. Fliege is the Associate Vice President of Marketing and College Communications for Illinois Central College. She is responsible for all aspects of marketing and public relations strategies including the website, Facebook and YouTube.

Cheryl began at ICC in 2000. She is an expert in Brand Standards and introduced social media marketing to the College. Before coming to ICC she was Vice President/Consulting Services for Converse Marketing and Director of Marketing and Research for Methodist Medical Center.

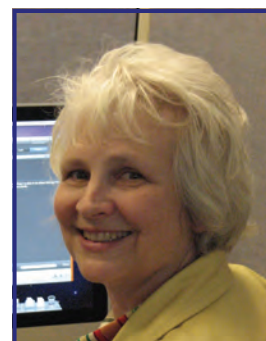
Participants will learn:

1. What social media tools are available.
2. What safeguards an organization needs in place before developing a presence.
3. How social media can be used to tell your story—without a great deal of expense.
4. What kinds of skills you will need to effectively run a social medium.
5. What resources are easily available to you for help, and
6. How some non-profits are using the social media.

The April 14th AFP Chapter meeting will be held at Illinois Central College – East Peoria Campus

located off Route 116 (take Centennial Drive, then left at the light into the campus - follow the signs to the Visitors Lot) or off Rt. 24 (follow the signs to the Visitors Lot). Enter the building through the “Main Entrance” and follow the signs to the 212 C/D.

The cost is \$15 for AFP members and \$20 for guests. Registration begins at 11:30 a.m., lunch at 11:45 a.m. and the 1-hour program begins promptly at noon.



Directions From Bloomington: Take I-74 West towards Peoria. Take the 116 exit to Centennial Drive and take a right. Take a left into the ICC Campus at the light and follow the road around to the Visitors Lot.

Reservations: To RSVP, contact Beth Gilbert at bgilbert@peoriaymca.org. Reservations are due April 9. A registration form is located on page 2.

Thanks to Vikki Baptiste for helping our Chapter achieve the 2009 Friends of Diversity designation!

AFP Membership
Robin L.T. Ballard



AFP members – please remember to bring your business card to each chapter meeting so you can enter into the drawing for a cool gift and the **Member Spotlight**.

If you or someone you know would like information on becoming an AFP member, please contact me (309) 694-8511 or rballard@icc.edu and I will be happy to send information or talk with you about it.

Members on the Move:

If you have changed positions, please make sure you go onto the AFP website to make the change so we will have the most up to date information on you. Also, please let me know so I can announce it in PhilanTopics.

Social Media for Non-Profits
Presented by Dr. Cheryl Fliege

Wednesday, April 14, Illinois Central College, East Peoria
Registration at 11:30 a.m., Lunch at 11:45 a.m., Program 12:00 p.m.

Name: _____ Organization: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ E-Mail: _____

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

To make your reservations for the April meeting, contact Beth Gilbert at bgilbert@peoriaymca.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 9.

Central Illinois AFP Has Been Named a 2009 Ten Star Chapter!



We've done it again! Every year, AFP honors chapters for achieving goals that align with key objectives in its long-range strategic plan. Chapters receive the Ten Star Award for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy. Of the 207 chapters in AFP, 89 chapters received the Ten Star Award for 2009.

Ten Star Chapters are recognized at the AFP International Conference on Fundraising. Chapters also earn the privilege of displaying the Ten Star logo on their chapter page on their website, newsletters and stationery.

Nominations Beting Accepted for Common Place Love In Action Award

Common Place is currently accepting nominations for their annual Love In Action award. They ask that nominees be in the education, social services, medical, governmental, religious, justice and humanitarian fields and who have worked to eliminate the root causes of poverty and social injustice in our area. Involvement may be single effort or broader efforts over a period of years and may be in a volunteer or professional capacity. The Love In Action Award recipient is recognized at an award dinner at the Pere Marquette Hotel on June 10.

The submission deadline is March 31st. A nomination form can be found at www.commonplacepeoria.org.

Save The Date!



Wednesday, May 19

9:00 am - 4:00 pm

Bill Sturtevant, nationally recognized specialist in major gifts, will be joining us to share his wisdom on that very topic. Mark your calendar and stay tuned for more details!

Wednesday, September 15

BASICS 101 in Bloomington

Central Illinois Chapter
Association of Fundraising Professionals
Sustaining Membership Scholarship

In consideration of the economic situation, the Central Illinois Chapter AFP is offering sustaining membership scholarships to individuals.

Sustaining Scholarships

A maximum of 10 scholarships will be awarded this calendar year. Scholarships will be awarded based on available funds.

Deadline: Ongoing, due the 15th of the month

The deadline for applications is ongoing with the monthly deadline the 15th of the month in order to review during the Board of Directors' meeting the first week of the month following (unless otherwise noted).

Benefits of Scholarship

The purpose of the scholarship is to maintain AFP membership that would otherwise be affected by an economic situation. The scholarship would pay up to 2/3 of the annual dues. Based on current membership dues, the Chapter would pay \$200 toward dues and the individual would pay \$90 for a total of \$290 for membership dues. This scholarship would be for one year with the option to apply for a renewal for a second year.

Eligibility

Applicants must have been an AFP member within the previous 12 months and show need for the scholarship.

Criteria for Selection

Applicants must demonstrate financial need.

Recipients will be required to be involved with the chapter in some way for a minimum of one year (see application for suggestions).

Preference will be given to applicants who have been AFP members for three or more years; other demonstrated commitment to the chapter also helpful (committee member, other, etc.).

If applicant has received the C. Wilson Schroeder Membership Scholarship in past, applicant should demonstrate current need and commitment to the chapter (participation, attendance).

Scholarship Application

Applicants must submit a completed application form along with a narrative by the 15th of the month for review during the following month's Board meeting. (NOTE: There is no Board meeting in July; applications received in June and July will be reviewed in August.) Submit the application to Central Illinois AFP, Attention: Sustaining Membership Scholarship Application, PO Box 5323, Peoria, IL 61601.

Further information

For more information, contact Chapter Scholarship Chair April Gould at 655-1653 (April_Gould@usc.salvationarmy.org) or Membership Services Chair Robin Ballard at 694-8511.

*Central Illinois Chapter
Association of Fundraising Professionals
Sustaining Membership Scholarship Application*

Applicant Name: _____

Title: _____

Organization: _____

Preferred Address: _____

City, State, Zip: _____

Preferred Telephone and Fax: _____

Email: _____

Number of years an AFP member: _____

Number of years in fundraising: _____

Annual Agency Operating Budget: _____

Is your organization paying your expenses? Yes No

Scholarship recipients are required 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, your organization and the AFP Chapter
- If Executive Director, describe percentage of time spent in fundraising
- Previous/current involvement or participation with AFP
- Any prior scholarships received from AFP (with dates)
- Other pertinent information helpful to scholarship selection

Application and attachments must be received by the 15th of each month.

Submit to Central Illinois AFP Chapter, Attention: Sustaining Membership Scholarship Application, PO Box 5323, Peoria, IL 61601.



**AFP- Central Illinois Chapter
Revised slate for
2010 Chapter Officers & Board**

(term expiration in parenthesis)

Chapter President, Mark Roberts, CFRE (2010)
Executive Director and CEO, Community Foundation of Central Illinois
mark@communityfoundationci.org

President-Elect, Kristen Berchtold (2010)
Chief Operating Officer - Fund Development, Girl Scouts of Central Illinois
kberchtold@girlscouts-gsci.org

Past President/Governance Chair, April Gould, CFRE (2010)
Gift Advisor, The Salvation Army
april_gould@usc.salvationarmy.org

Secretary, Beth Gilbert (2011)
Director of Development/Marketing, Greater Peoria Family YMCA
bgilbert@peoriaymca.org

Treasurer, Michael J. Maginn (2010)
Executive Director and CEO, Central Illinois Friends of People with AIDS, Inc.
mjmaginn@mmci.org

Assistant Treasurer, BreeAnn Hohulin (2010)
Development Officer, Illinois Central College Educational Foundation
breeann.hohulin@icc.edu

Government Relations Chair, Roger Meyer, CFRE (2010)
Chief Development Officer, OSF Healthcare Foundation
roger.meyer@osfhealthcare.org

VP Membership Services, Robin Ballard (2011)
Executive Director and CDO, Illinois Central College Educational Foundation
rballard@icc.edu

VP Professional Advancement, Rachel Sprenkle (2011)
Donor Relations Manager, The Nature Conservancy
rsprenkle@tnc.org

Communications/Newsletter Editor, Kimberly Weeks, CFRE (2010)
Fund Development Professional, Girl Scouts of Central Illinois
kweeks@girlscouts-gsci.org

VP/External Affairs, Kristen Berchtold (2010) (one-year)
Chief Operating Officer - Fund Development, Girl Scouts of Central Illinois
kberchtold@girlscouts-gsci.org

Every Member Campaign Chair, Rich Draeger, CFRE (2011)
Assistant Development Director, The Salvation Army
rich_draeger@usc.salvationarmy.org

Diversity Chair, Vikki Baptiste (2010)
Development Specialist, Mid Central Community Action
development@mccainc.org

At Large Directors

Julie Witte (2011)
VP of Development, Easter Seals
jwitte@ci.easterseals.com

Jeff Parmenter (2010)
Executive Director, Heart of Illinois Big Brothers Big Sisters
jeff@hoibbbs.org

Shelly Smith, CFRE (2010)
Senior Director of the Bradley Fund, Bradley University
ss@bradley.edu

Dennis Steele (2010)
President, Dennis Steele Associates
dennissteele@sbcglobal.net

Presented to Chapter at Oct. 14, 2009, Chapter meeting.

Approved by Chapter membership at Oct. 14 meeting and via email votes.

(Noted in Board minutes, Nov. 5, 2009)

Updated for Board approval 3-4-2010.

C. Wilson Schroeder Membership Scholarships

April Gould, CFRE



The Central Illinois Chapter AFP is accepting applications for C. Wilson Schroeder Membership Scholarships. 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.

Up to four membership scholarships will be awarded each calendar year. 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 (first Thursday).

For more information or an application, contact April Gould, CFRE, at 655-1653, April_Gould@usc.salvationarmy.org, or visit the chapter website to download an application at www.afpcentralillinois.org under "News."

Every Member Campaign

Rich Draeger, CFRE, 2010 EMC Chair



As a board member of the Central Illinois Chapter of AFP and Every Member Campaign Chair, it gives me great pleasure to announce that our chapter received an **EMC Chapter Partnership Grant**. Our chapter again exceeded our Every Member Campaign goal, and subsequently will receive the grant for 25 percent of the gifts and pledge payments received during the 2009 Every Member Campaign.

This amounts to \$570 and the monies will be used to continue to provide more quality programs for our chapter. Thank you for your participation last year in support of our chapter.

In an effort to recognize the economy we are in, our 2010 goal is \$2,225. Given our current membership totals of about 85 members, this means an average gift of about \$25. Please consider carefully making a gift to help support the AFP Foundation for Philanthropy and our own chapter.



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AFP Central Illinois Chapter
On Facebook!