



# PhilanTopics

Association of Fundraising Professionals

April 2011

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## Generations X, Y, Z:

## Capitalizing on Young Professional Volunteers?

What motivates young professionals to volunteer? How do you set your organization apart from all the others wanting to work with this unique group of people? Where do you go to find them? These questions (and more) will be answered at the **April 13<sup>th</sup> AFP Chapter meeting Generations X, Y, Z: Capitalizing on Young Professional Volunteers.**

In celebration of National Volunteer Week taking place April 10 – 16, representatives from Bradley University, the Heart of Illinois United Way GEN U, and the Young Professionals Organization of Greater Peoria will be on hand to give you insider knowledge on how to best capture and utilize the 20 – 30 something, young professional crowd.

A senior studying social work at Bradley University, **Annie Azriel** serves as Bradley's External Vice President for Fellows, a scholarship volunteer and leadership organization. Annie is responsible for communicating with approximately 50 community agencies in order to make sure their volunteer needs are met by Bradley University students. Annie was recently chosen as Bradley University's Social Work Outstanding Student for 2011.

A Peoria native, **Kristin Kern**, graduated from Illinois State University in 2003 and fell in love with the not-for-profit world during her time with Neighborhood House. In 2006, Kristin became a campaign ambassador for the Heart of Illinois United Way. Now co-owner of Pink Sugar Boutique, Kristin is still very active in the community, serving as chair of the Heart of Illinois United Way's GEN U

Service Committee.

**Sarah Vogler** graduated in 2006 from Illinois State University, and received her masters from Bradley University in 2008. Having worked in the social service industry for four years, Sarah is currently the Program Operations Coordinator at the Peoria Friendship House working most closely with the Dress for Success Peoria Program. Sarah currently serves as Community Connection Sub-Committee Co-Chair for the Young Professionals Organization of Greater Peoria.

The April 13<sup>th</sup> AFP Chapter meeting will be held at the NEWLY REMODELED Childers Banquet and Events Center, 3113 Dries Lane, just off Forrest Hill in Peoria (the old Fiesta Ranchera by Landmark). Parking is easy, and they changed their banquet room layout to accommodate business meetings! Registration begins at 11:30 a.m., buffet lunch at 11:45 a.m. and the 1-hour program begins promptly at noon. The cost is \$15 for AFP members and \$20 for guests.

### Directions From Morton/Eureka/

**Bloomington:** Take I-74 West towards Peoria. Take the Gale Exit (90), turn left at the light, right onto Forrest Hill, then left onto Dries Lane.

**Questions for Panelists:** Come ready with questions for our three panelists or submit them in advance to Danielle Easton at [daniellee@crittentoncenters.org](mailto:daniellee@crittentoncenters.org).

**Reservations:** To RSVP, contact Beth (Gilbert) Reusch at [bgilbert@peoriaymca.org](mailto:bgilbert@peoriaymca.org) by **April 8.**



**Please note: Our guest rate for meetings has increased from \$20 to \$25. We feel that our programs are still an excellent value for this price. Members will continue to enjoy a \$15 rate.**

*Found on [www.afpnet.org](http://www.afpnet.org)*

***AFP and Polar Unlimited Launch Action University***

Action University is a new, online professional development tool for AFP members. In each weekly lesson, Action University takes a best-selling business book and summarizes it into a 10-15 minute video. Each video is accompanied by a workbook, a PDF summary, and in most cases a 45 minute webinar with the author where participants get to ask specific questions.

Thanks to this special partnership, AFP is able to bring this exclusive service to members free of charge as part of your membership. This is a fantastic opportunity to help your professional development by applying the best thinking the world has to offer.

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[www.afpnet.org/actionuniversity](http://www.afpnet.org/actionuniversity)

***Generations X, Y, Z:  
Capitalizing on Young Professional Volunteers?***

Wednesday, April 13, Childers Banquet and Events Center (NEWLY REMODELED!)

Registration and Lunch at 11:30 a.m., Program 12:00-1:00 p.m.

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

\$15 per AFP member    \$25 per guest    Amount Enclosed \$ \_\_\_\_\_

To make your reservations for the April meeting, contact Beth Gilbert Reusch at [bgilbert@peoriaymca.org](mailto: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 8.**

**Please note: Our guest rate for meetings has increased from \$20 to \$25.  
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**AFP Membership**  
**Robin L.T. Ballard**



On behalf of the AFP Board of Directors we would like to welcome the following new members who joined Central Illinois AFP in February:

**Lou Anne Dulaney**  
Consultant  
Lighthouse Counsel  
5167 N Prospect Rd  
Peoria Heights, IL 61616  
Phone: (309) 966-1000  
louanne@lighthousecounsel.com

I am happy to share that for the first time in our history, we have more than 100 members in our chapter.

**AFP Members** - For a complete listing and contact information for all Central Illinois AFP members, please go to the **Members Only** section of our website! <http://afpcentralillinois.org>  
Also, 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](mailto:rballard@icc.edu) and I will be happy to send information or talk with you about it.

**Members on the Move, etc.:**

Congratulations to Kristen Berchtold on her new position as Vice President of Development for PARC.

If you have changed positions, had a baby, got married...please let me know so I can announce it in PhilanTopics. Also, please make sure you go to the AFP website to make any appropriate changes so we will have the current information on you...if you need help doing that...just send me an email.

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***Get Involved!***

**Interesting in helping coordinate Fundraising BASICS 101?**

**Please contact Kimberly Weeks at [kimberlyweeks227@gmail.com](mailto:kimberlyweeks227@gmail.com).**

***Member Spotlight***  
***Marsha Ray, Development Director***  
***Central Illinois Chapter, Alzheimer's Association***



**What are your responsible for at the Alzheimer's Association?**

As Development Director for the Central Illinois Chapter, I oversee all aspects of fundraising in our 20 county area. Individual and corporate donations; Walk to End Alzheimer's activities; Kentucky Derby Party and other events.

**What impresses you most about the Alzheimer's Association?**

That we are able to help so many people who believe their world has ended when they receive the diagnoses of Alzheimer's; we want to make sure that people know there is still good quality of life after the diagnoses and to give them all the tools they'll need to face the challenges of the disease.

**How did you get your start in fundraising?**

Shortly after moving to Peoria I responded to an ad for a very part time job doing two walks for the agency.

**What is the best thing about your job?**

The wonderful families I've met. I always tell them I'm so sorry to have gotten to know them, but so grateful because they are such wonderful people. Just wish something else would have brought us together. I also appreciate the fact that our agency has truly made a difference in the quality of life of so many families in central Illinois.

**How long have you been involved with AFP and what do you like about it?**

I've been a member for about a year, but have attended meetings for many years.

**What is the best career advice you've ever received?**

Have passion about what you're doing, non-profit; for-profit; your everyday life - it makes a world of difference.

**What do you hope to do in your career that you have not yet done?**

I'm very happy with what I and my agency have accomplished over the years. The amount of growth in my 15 years has been fantastic, especially for a cause that no one wants to talk about. I would truly like to be without a job because a cure for Alzheimer's disease and other dementias has been found!

**Describe your perfect day.**

No emails, no phone calls, no meetings! OK, that would be too perfect! Spending the day with a major donor, getting to know them more and what we can do give them a lasting legacy.

***Position Opening***  
***Chief Development Officer-WTVP***

Chief Development Officer—WTVP is searching for a highly experienced development professional to oversee all aspects of its fundraising efforts. Five years increasing experience and responsibility in development, college degree, and superb communications skills required. Send resume and cover letter to WTVP Personnel, 101 State Street, Peoria IL 61602, or wtvpmail@wtvp.org. Competitive applicants will receive a screening packet. Open until filled. EOE

***Position Opening***  
***Vice President of Community & Donor Relations-Children's Home***

Children's Home has been caring for the children in our community for nearly 145 years. Operating from five locations in the Peoria area, our staff of 400+ professionals are committed to community-based, family-focused programs that provide counseling, education and support to nearly 1,000 children each month. Programs for children and youth include: residential care, group homes, foster care and adoption, supervised independent living, private school, crisis intervention, mental health assessment, homeless services, in-home counseling and family preservation.

**JOB FUNCTION:** Responsible for the leadership of agency fund raising, public relations and community affairs through development of annual and strategic plans, cultivation and solicitation of major donors and supervision of staff. Serves as an ex officio, non voting member of the Foundation Executive Committee.

**QUALIFICATIONS:**

**Education and Experience:** Master's Degree (preferred) in a relevant field, such as business administration, public administration, social work or marketing. A minimum of five years full time fund raising experience required and successful management of a fund raising department desirable; status as a Certified Fund Raising Executive is desirable; experience in all areas of fund development: annual giving, major gifts, planned giving, endowment and or capital campaigns and strategic planning is required.

**Skill Requirements:** Effective leadership skills; action oriented and problem solver; ability to take charge and accept responsibility; ability to anticipate unforeseen circumstances and be ready with alternatives if a change is needed; insight and experience in corporations; ability to motivate, orchestrate, mobilize and inspire staff, board, volunteers and donor community; ability to establish priorities and time lines; highly developed oral and written communication skills; computer literacy skills essential.

Please send resumes to Laurie Knapp at LKnapp@chail.org.

### ***C. Wilson Schroeder Membership Scholarships***

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 Mark Roberts at [mark@communityfoundationci.org](mailto:mark@communityfoundationci.org), or visit the chapter website to download an application at [www.afpcentralillinois.org](http://www.afpcentralillinois.org) under "News."

### ***AFP International Conference Scholarship***

The AFP Board recently became aware that one of the scholarships awarded to attend the AFP International Conference in Chicago was not going to be used. We would like to offer our current members who have never attended an International Conference the opportunity to apply for that funding to offset the cost of attending the conference. Because the conference is only days away, March 20-23, time is obviously of the essence.

If you are interested in consideration for scholarship funding, download the scholarship application found on the AFP Central Illinois website at [http://www.afpcentralillinois.org/International\\_Conference\\_Scholarships.html](http://www.afpcentralillinois.org/International_Conference_Scholarships.html). Return the completed application and narrative to Scholarship Chair Mark Roberts at [mark@communityfoundationci.org](mailto:mark@communityfoundationci.org) no later than **Monday, March 14.**

The primary scholarship requirements are that you are a current AFP Central Illinois member and that you have never attended an International Conference before. Complete scholarship requirements can be found on the website.

This scholarship opportunity is open to members who have already registered for the conference, as well as those who are not currently registered but are able and would like to attend. If you have questions, please don't hesitate to contact or Mark Roberts at [mark@communityfoundationci.org](mailto:mark@communityfoundationci.org) or (309) 674-8730.

THE CHILDREN'S HOME

**\$10,000** cash raffle

Don't miss this amazing opportunity to win one of six Cash Prizes while supporting the homeless youth in our community!

FIRST PRIZE:	<b>\$5,000</b>
SECOND PRIZE:	<b>\$2,500</b>
THIRD PRIZE:	<b>\$1,000</b>
FOURTH PRIZE:	<b>\$500</b>
FIFTH PRIZE:	<b>\$500</b>
SIXTH PRIZE:	<b>\$500</b>

**TICKETS ARE 1/\$50 OR 11/\$500.**

The Drawing will be held at the Children's Home Spring Gala on Saturday, April 16th, 2011. You need NOT be present to win!

For more information about the Spring Gala or to purchase your raffle ticket(s) now, please contact Stephanie Pickett at 309.687.7213 or Linda Keown at 309.687.7289.

THANK YOU SO MUCH FOR YOUR SUPPORT OF THE CHILDREN & FAMILIES IN OUR COMMUNITY!