



PHILANTOPICS

Association of Fundraising Professionals

August 2009

Board of Directors

PRESIDENT

Mark Roberts, CFRE 309-674-8730

PRESIDENT-ELECT

Kristen Berchtold 309-688-8671

PAST PRESIDENT/GOVERNANCE

April Gould, CFRE 309-655-1653

TREASURER

Michael J. Maginn 309-671-2144

SECRETARY

Stephanie Pickett 309-687-7213

MEMBERSHIP SERVICES

Robin Ballard 309-694-8511

PROFESSIONAL ADVANCEMENT

Nicole Parlier Campen
1-888-342-2383

EXTERNAL AFFAIRS

Rich Draeger, CFRE 309-655-1348

NEWSLETTER EDITOR

Kimberly Weeks 309-347-7148

EVERY MEMBER CAMPAIGN

Pat Poppe 309-662-0461

GOVERNMENT RELATIONS

Roger Meyer, CFRE 309-655-4874

DIVERSITY

Vikki Baptiste 309-829-0691

DIRECTORS

Jennifer Lee 309-686-0962

Jeff Parmenter 309-637-1771

Shelly Smith, CFRE 309-677-3091

Dennis Steele 309-693-8291

NEWSLETTER QUESTIONS?

Kimberly Weeks 309-347-7148

kimberly@tcrorg.com

MEETING RESERVATIONS?

Stephanie Pickett 309-687-7213

spickett@chail.org

ADDRESS/CONTACT CHANGES?

Heather Wolbeck 309-643-9236

hwolbeck@sbcglobal.net



Donor-Centered Fundraising and Communication is the Ask

President of Cygnus Applied Research, Inc., Penelope Burk has over thirty years of experience in non-profit management, fundraising, and research. A native of Montreal, Canada, Penelope began her professional career in marketing and fundraising, quickly rising to the ranks of senior management and broadening the scope of her accomplishments to include social service and sport and recreation organizations. She became known as a "turn around specialist" advocating innovative solutions to improve revenue and institutional performance. After fifteen years in staff positions, Penelope opened a national fundraising consulting firm, Burk & Associates Ltd., and a decade later founded Cygnus Applied Research, Inc.

Her in depth and varied career established her as a senior professional advocating revolutionary approaches to fundraising and marketing while her companies became known for their originality and the uncompromising quality of their work. Today, Penelope Burk is a highly sought after presenter and researcher whose training sessions are widely acclaimed as unique, engaging and among the most effective training programs in the sector today.



Penelope Burk

Penelope's comprehensive, leading edge research on donor relations is the foundation of her innovative work, her advocacy for donors, and her passion for the philanthropic spirit.

At the end of this seminar you will understand: the seriousness of donor attrition, how you can raise much more money while retaining donors longer, the things donors are looking for from your organization, practical advice on how to

connect more effectively with your donors in an age of information overload, how donors are changing how they give, why selling your brand only works once and how measurable results and news trump all other communications, why e-communications is much more than just online giving, what donors want to see on your website, and how to pull it all together in a customer-service approach to donor communications.

This special extended addition of the AFP Chapter meeting will be held at Illinois Central College in East Peoria in the **Lecture Recital Hall**. Follow College Drive and take a right onto Nature Court. Follow it down and park in Parking Lot E. Enter the building following the signs to the Lecture Recital Hall. If Lot E is full, you can park in the Visitors Lot (lot V) and walk down Nature Court to enter the building. There will be signs directing you to the parking lot and meeting room.

Registration begins at 9:30 a.m.; the seminar begins promptly at 10:00 a.m. and will end at 3:00 p.m. **Early bird reservations are due by July 31st** with a cost \$50 for Central IL Chapter AFP members, \$55 for other AFP Chapter members and \$75 for non-members. If you miss the early bird registration, add \$15 to the above costs. Regular reservations are due by August 7th and payment must be received in advance. Lunch is included in the cost.

Directions from Bloomington: Take I-74 West toward Peoria. Take Exit 95 turning right onto IL-116N. Turn right onto Centennial Drive going up the hill. Turn left at the light onto College Drive.

Reservations: To RSVP, contact Stephanie at spickett@chail.org or simply send your check marked "P. Burk" payable to: Central Illinois Chapter AFP, P.O. Box 5323, Peoria, IL 61601. A reservation form is located on page two.

Penelope Burk – Donor-Centered Fundraising and Communication is the Ask

Wednesday, August 12 - Illinois Central College, East Peoria, Illinois
 Registration: 9:30 a.m. Program: 10:00 a.m. – 3:00 p.m. (lunch is included)

Name _____ Organization _____
 Address _____ City/State/Zip _____
 Phone _____ Email _____

EARLY BIRD RESERVATIONS ARE DUE BY July 31st (add \$15 after July 31st)

\$50 for Central IL Chapter AFP members \$55 for other AFP members
\$75 for non-members

To make your reservations, contact Stephanie Pickett at spickett@chail.org and
 send this form with a check marked "P. Burk" payable to:

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

EARLY BIRD RESERVATIONS ARE DUE BY July 31st. Regular reservations are due **by August 7th**.

Seating is limited so get your registration in early!

This program qualifies for CFRE credit!

This seminar is being brought to you at this incredible low rate due, in part, to the success of our **National Philanthropy Day** and the generosity of our underwriters: the Community Foundation of Central Illinois, OSF Healthcare Foundation and the Central Illinois Chapter AFP.



Member Spotlight: Beth Gilbert
Director of Development and Marketing
Greater Peoria Family YMCA

What are you responsible for at the Peoria YMCA?

I am responsible for all fundraising, marketing and community relations. I also work diligently to develop new programs as a response to the community's need.

What impresses you the most about the YMCA?

I am most impressed by the long term outcomes from the YMCA. The evaluation methods of the programs demonstrate the Peoria YMCA is excellent at solving issues at the root of the problem. It's remarkable the percentage of "at-risk" teens who go to college after participating in our before and after school programs.

How did you get your start in fundraising?

I started my fundraising career by accident at college raising money for the sorority. After we delivered the check to the local foundation, and I saw what an impact it made, I knew this is what I wanted to do "when I grew up".

What is the best thing about your job?

Each hour is drastically different from the next, whether I am sitting in a meeting with board members or playing dodge ball with the kids in our Day Camp program.

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

I have been involved with AFP for over a year now and admire the fact the organization never loses sight of its mission.

What is the best career advice you have ever received?

"The worst they can say is no."

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

I hope to set up an endowment fund for the YMCA.

Describe your perfect day.

A perfect day in my eyes is to golf with my favorite donors, receive an unexpected check for a program and hang out with the Y-kids in the afternoon.

Fundraising Basics 101
Kimberly Weeks, Chair



Fundraising Basics 101:

Presented by the Central Illinois Chapter of the Association of Fundraising Professionals

Thursday, September 17th, 2009

8:00 a.m. – 4:00 p.m.

Ramada Inn

Brandywine Drive in Peoria

Topics Include:

- Professional Development of the Fundraiser
 - Writing Grants and Funding Proposals
 - Working with Volunteers
- Special Events: Raising Friends and Raising Funds
 - Marketing with Minimal Means
 - Ethical Issues in Fundraising

Who Should Attend?

- New Development professionals
- Seasoned professionals interested in a “refresher”
- Anyone who recognizes that *one new idea* can result in thousands of dollars for their organization!

Cost to Attend:

\$50 for payment received by August 31st, 2009

\$60 for payment received after August 31st, 2009

Cost includes continental breakfast and lunch.

For more information:

Contact Kimberly Weeks at 309-347-7148 or Kimberly@tcrcorg.com.

News on the Legislative Front
Roger Meyer, CFRE



Congress and the President continue to target not-for-profit agencies and the charitable income tax deduction as a way to fund healthcare reform and other federal programs.

The challenge to not-for-profit tax exempt status suggest that those tax revenues could be used to fund state and federal programs and ignores the good the agencies are performing which granted them the tax exemption in the first place. This challenge began with states revoking hospital tax exempt status but is spreading to other charitable organizations.

In addition the President has proposed and Congress is considering a cap on the income tax deductibility of gifts given by tax payers who earn in excess of \$250,000. This cap would limit deductibility to 28% thereby lowering the incentive to donors at this income level.

Membership Update
Robin L.T. Ballard



On behalf of the AFP Board of Directors we would like to welcome the following new member who joined AFP in June.

Mary Ann Pullin
CEO
Homesweet Home Ministries
306 North Main Street
Bloomington, IL 61701-5243
mpullin@hshministries.org
Phone: (309) 837-4746

AFP members – please remember to bring your business card to the chapter meetings 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 Robin Ballard at (309) 694-8511 or rballard@icc.edu and she will be happy to send you information or talk with you about it.

***Development Director Position Opening
Wildlife Prairie State Park***

Wildlife Prairie State Park is currently seeking a Development Director. The successful candidate will assist the organization in implementing a comprehensive development plan. This individual will be instrumental in soliciting corporate sponsorships, corporate memberships, legacy giving donors and special project funding for enclosure/exhibit upgrades. Grant writing experience a plus.

We desire an individual with 3-5 years of professional development experience – with a proven track record of success; a 4-year degree in a related course of study from an accredited university; ability to work in the Microsoft Office environment. Salary will be commensurate with experience.

Please submit resumes to:
Wildlife Prairie State Park
Development Director
3826 N. Taylor Road
Hanna City, IL 61536

Wildlife Prairie State Park is a 2,000 zoological experience, which concentrates on Conservation, Education and Recreation. We are located just off I-74 10 minutes west of Peoria, IL.



***Fund Development Professional Position Opening
Girl Scouts of Central Illinois***

Position responsibilities include developing and coordinating the council's fund development efforts, planning and implementing special events, annual campaigns and appeals. The Fund Development Professional is responsible for initiating solicitations, maintaining and cultivating relationships with donors and with corporate and foundation funding partners. Bachelor's degree is preferred. Qualified candidates should be prepared to demonstrate experience in marketing, public relations, fund development, public speaking and community cultivation. Excellent oral and written communications, financial, organizational and interpersonal skills are required. We offer a competitive salary and a generous benefits package including health, life, vision, dental, Flex, 403B and defined benefit pension programs.

Send resume by July 31 to:
Girl Scouts of Central Illinois
c/o Kristen Berchtold
1103 W. Lake Avenue
Peoria, Illinois 61614
kberchtold@girlscouts-gsci.org

