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PhilanTopics

Association of Fundraising Professionals

January, 2012

Return on Philanthropic Investment (ROPI): What It Is and What It Means

Changes in the economy and society are creating new approaches toward philanthropy and the not-for-profit sector. Increased demand for many services along with simultaneous reductions in resources – both from governments and individuals – are increasing pressures on not-for-profit organizations. To respond to this shift, new conceptual models are being developed, including such concepts as Social Entrepreneurship, Social Capital, Social Enterprise, Impact Maximization, and Philanthropic Investing. These concepts borrow heavily from traditional for-profit business perspectives, and create new ways of viewing the environment of not-for-profit organizations. In this program, Dr. Aaron Buchko will discuss these concepts within the context of the activities and fund development programs of not-for-profit organizations. He will examine the changes that are driving these new models of organization activity and discuss what organization leaders need to know to be able to help their organizations change to meet these challenges.



Dr. Aaron Buchko is Professor of

Management in the Foster College of Business, Bradley University, teaching graduate and undergraduate courses in Planning and Strategy and graduate courses in Executive Development and Business Ethics. He earned his Ph.D. in management from Michigan State University. Prior to entering the academic field, Dr. Buchko had a successful career for several years in production, sales, and marketing, and was the chief marketing officer for a publishing company. His research and writing focuses on the roles and activities of senior managers, the practice of general management, and the process of executive development, and he has published a textbook, research monograph, and numerous articles in various academic journals and professional publications, including the Academy of Management Journal, Advances in Strategic Management, The Journal of Business Research, and The Journal of Management Studies.

The January 11 AFP Chapter Meeting will be held at Two25, a restaurant located in the Mark Twain Hotel – 225 NE Adams in downtown Peoria. The cost is \$15 for AFP members and \$25 for guests.

Registration begins at 11:30 a.m., lunch at 11:45 a.m. and the program begins promptly at noon. Lunch will consist of their salad bar & pizza buffet including garden fresh salad bar with home-made chicken or tuna salad and made-from-scratch dressings, and a variety of gourmet and traditional pizzas. Your choice of soda or tea is included. The parking lot is located in the rear of the hotel and accessible via Fayette or Adams.

Directions From Bloomington:

Take I-74 West towards Peoria. Take the Adams Street/Jefferson exit. Then turn left onto Jefferson, and then left again onto Fayette Ave. The entrance to the parking lot will be on the right.

Return on Philanthropic Investment
Dr. Aaron Buchko

Wednesday, January 11, Two25 in the Mark Twain Hotel
Registration & 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 January meeting, contact Beth Gilbert Reusch at bgilbert@peoriaymca.org.

Please send this form with a check marked "January" payable to:
AFP Central Illinois Chapter, Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601.

RESERVATIONS ARE DUE BY January 4.

SPECIAL AFP SCHOLARSHIP OPPORTUNITY!

The Central Illinois Chapter of AFP is currently accepting applications for the International Conference scholarship. The AFP International Conference on Fundraising will be held in Vancouver, BC, Canada on April 1-3, 2012. The recipient will receive \$1,000 toward registration, travel and lodging expenses.

Eligibility: Recipients must be a member of AFP; Recipients must be employed as a fundraising professional or, if candidate is an executive director, a substantial amount of time must be devoted to fundraising; Candidate agrees to complete and return a summary about his or her experience.

Criteria: Priority will be given to applicants with demonstrated financial need. Priority also will be given to applicants who have demonstrated their participation in the local chapter through monthly meeting attendance or committee involvement.

Only one application for a conference scholarship from the same organization will be considered each year.

The deadline for applications is January 31, 2012. Applications will be reviewed at the February AFP Chapter Board meeting. Once the selection is made, the recipient will be notified ASAP.

Visit the chapter website at <http://www.afpcentralillinois.org/chapter> for additional information and to download an application.

Still have questions? Contact Mark Roberts, CFRE, at 674-8730 or via email
mark@communityfoundationci.org

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 November:

Nathan S. McCarthy

OSF Healthcare Foundation
1420 Pioneer Parkway
Peoria, IL 61615
Phone: (309) 683-9459

nathan.s.mccarthy@osfhealthcare.org

Lisa Schwab

Executive Director
Pediatric Resource Center
530 NE Glen Oak Ave.
Peoria, IL 61637
Phone: (309) 624-9595

lschwab@uic.edu

Remember to check out the Central Illinois AFP website <http://www.afpcentralillinois.org/>

There is a **member's only** section for...you guessed it, members only. If you have forgotten the password, send me an email and I'll get it to you.

AFP members – if your name hasn't been drawn yet, 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 at (309) 694-8511 or rballard@icc.edu and I will be happy to send information or talk with you about it.

Special Events Calendar

Contact Kimberly Weeks at kimberlyweeks227@gmail.com to add your organization's special events to our AFP "master" special events calendar. This calendar can be accessed on our website under the Members section.

Every Member Campaign

Rich Draeger, CFRE

Hello fellow AFP members. Our chapter goal for this year's Every Member Campaign is \$2,285 and the giving is down to the final weeks.

With your gift to the Every Member Campaign, you help determine the future growth and development of our profession. Each year that we achieve our chapter goal, we receive a grant back that is used to fund programs, support diversity and grow our membership.

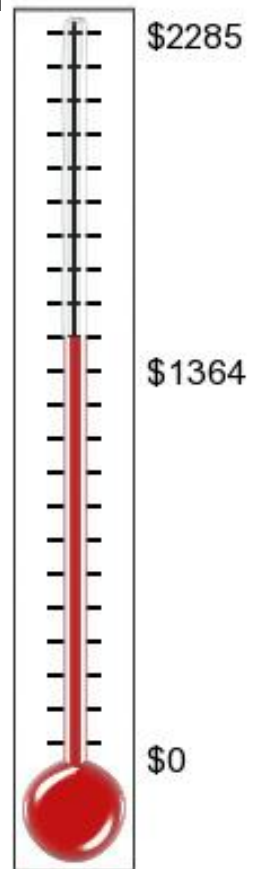
To date we have received \$1,364, or 60% of our chapter goal. A gift of any size will be appreciated and help us reach that goal! **December 31 is the donation deadline.**

Please consider your gift today. As a reminder, there are multiple ways to give, including the easiest option, online at www.afpnet.org and click on Make a Gift.

Here are the folks who recently have made contributions:

Robert Gray
Roy Quanstrom
Krista Ravenscraft
John Gibson
Priscilla Slaughter

If you have made a gift recently, and want to make sure it was properly credited to our chapter, or if you have questions, please feel free to email me at rich_draeger@usc.salvationarmy.org or stop me at a chapter meeting with any questions!



Thermometer created via <http://www.fasttrackfundraising.com/fundraising-thermometer.php>

Congratulations to C. Wilson Schroeder Membership Scholarship Recipient

Please welcome C. Wilson Schroeder Membership Scholarship recipient James Kautz to the Central Illinois Chapter of AFP.

James Kautz
Development Assistant
PARC
PO Box 3418
Peoria, IL 61612-3418
309-689-3606
jkautz@arcpeoria.org

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 deadline for the next selection process for the C. Wilson Schroeder Membership Scholarship is April 15, 2012. For more information, visit our website at www.afpcentralillinois.org or contact Chapter Past-President Mark Roberts, CFRE, at 309.674.8730 or mark@communityfoundationci.org