



PhilanTopics

Association of Fundraising Professionals

May 2010

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Developing and Implementing Solicitation Strategies for the Major Gift

Presented by Bill Sturtevant, CFRE

Please join us for the May 19th extended AFP Chapter Meeting on Developing and Implementing Solicitation Strategies for the Major Gift, presented by Bill Sturtevant. The May 19th AFP Chapter meeting will be held at the Best Western Ashland House in Morton.

Bill Sturtevant is Senior Principal Gifts Consultant at the University of Illinois Foundation, a position which guides relationships with individuals and families capable of gifts at a level of \$5 million and above. For the past 25 years he served as Vice President for Planned Giving and Trust Relations at the University of Illinois Foundation. Mr. Sturtevant arrived at the University of Illinois at the onset of its first capital fund drive. He was responsible for the strategy for and the solicitation of a significant number of major gifts in that campaign. He also played a central role in the University's recent \$1.5 billion campaign. During his years at Illinois, he has been directly involved with over \$450 million in major gifts.

Bill Sturtevant is a nationally recognized specialist in major and deferred gifts and planning and solicitation strategies. He earned the Certified Financial Planner designation in 1984 and regularly assists a variety of charitable organizations with complicated or unusual gift situations. He has been listed in "Who's Who," and in 1995 he was honored as Planned Giving Professional of the Year by "Planned Giving Today."

His seminars and presentations are extremely popular and he is a frequent speaker before development professionals, hospital groups and civic organizations.

He is author of the best selling book "The Artful Journey: Cultivating and Soliciting the Major Gift" which was published in 1997 and revised and expanded in 2004.

From this presentation guests will walk away with some definitions of gift planning and planned gifts, and a sense of where we're going, steps to get there, and where to start on the journey to securing "legacy" gifts.



The **early bird cost** is \$50 for Central Illinois Chapter AFP members, \$55 for other AFP members, and \$75 for non-members. After April 30th, the cost is \$65 for Central Illinois Chapter AFP members, \$70 for other AFP members, and \$90 for nonmembers.

Registration begins at 8:00 a.m., and the program lasts from 9:00 a.m. until 4:00 p.m. with one hour for lunch and networking.

Directions From Bloomington: Take I-74 West towards Peoria. Then take Exit 102 and proceed for half a block. Take the first right at the stoplight. The Ashland House is on the left side just past the Cracker Barrel Restaurant.

Reservations: To RSVP, contact Beth Gilbert at bgilbert@peoriaymca.org.

Reservations are due May 14th. A registration form is located on page 2.

PAY NOW WITH PAYPAL!



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

AFP Membership
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 March:

Wendy Mitchell
 Annual Fund Director
 Children's Hospital of Illinois
 530 NE Glen Oak Ave
 Peoria, IL 61637
 Phone: (309) 566-5673
 wendy.mitchell@osfhealthcare.org

For a complete listing and contact information for AFP members, please go to the Members Only section of our website! <http://afpcentralillinois.org>

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 let me know so I can announce it in PhilanTopics. Also, 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.

Developing and Implementing Solicitation Strategies for the Major Gift

Presented by Bill Sturtevant

Wednesday, May 19, Best Western Ashland House, Morton

Registration at 8:00 a.m., Program 9:00 a.m.– 4:00 p.m. (Lunch Provided)

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

*The early bird cost is \$50 for Central Illinois Chapter AFP members, \$55 for other AFP members, and \$75 for nonmembers.
 *After April 30th, the cost is \$65 for Central Illinois Chapter AFP members, \$70 for other AFP members, and \$90 for nonmembers.

Amount Enclosed \$ _____

To make your reservations for the May seminar, contact Beth Gilbert at bgilbert@peoriaymca.org.

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

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

RESERVATIONS ARE DUE BY May 14.

Found on www.afpnet.org!

AFP and North Park University in Chicago, Illinois have partnered to offer AFP members a **45 percent discount** on the cost of tuition for graduate programs offered through North Park's School of Business and Nonprofit Management (SBNM).

AFP members may pursue any graduate program in the SBNM, including a Master of Nonprofit Administration, a Master of Higher Education Administration, a Master of Business Administration and a Master of Management, as well as graduate certificates in such areas as fundraising management, nonprofit management, higher education administration, nonprofit governance and nonprofit finance. The discount applies to tuition only (not books, materials or other fees).

For a complete listing of SBNM graduate degrees and certificates, please visit www.northpark.edu/sbnm.

For those of us who live outside Chicago , we can complete their SBNM graduate degree or certificate **entirely online**.

AFP members may complete their graduate degree from the SBNM in just 21 months, or their graduate certificate in six months.

Read more at <http://www.afpnet.org/Join/NewsReleaseDetail.cfm?ItemNumber=4074>

Save The Date!



AFP 50th Anniversary Celebration
June 9th, 2010
5:00 p.m. – 7:00 p.m.
Par-A-Dice Casino, East Peoria
Free!

BASICS 101
September 15th, 2010
8:30 a.m. – 4:30 p.m.
Doubletree Hotel, Bloomington
\$50 for AFP members
\$60 for non-members



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. **The application may be found on our website at www.afpcentralillinois.org!**

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.

Legislative Update

The Senate adopted legislation recently to extend through 2010 a tax break to encourage older people to donate money from their individual retirement accounts to charity. The measure allows people age 70-1/2 and older to give up to \$100,000 a year from their IRAs without having to pay taxes on the distribution.

The legislation would also ease rules governing employer contributions to defined-benefit pension plans, a move that would offer relief to charities whose plans have suffered investment losses during the economic downturn.

The provisions are part of a bill, [HR 4213](#), that would also extend unemployment insurance and health benefits, small-business loan programs, aid to states, and a variety of tax cuts. It now moves to the House for approval.

AFP Chapter History

In July of 1983, our Chapter presented a program about the up-and-coming new technology that would change fundraising (and everything else) as we knew it: Computers and Word Processing Systems. Some of our members may remember the meeting and learning how to use a word processor. Many of our members, however, were probably still learning how to walk and talk.



Office Space Available

Local real estate agent Jim Barnett has a limited number of individual office spaces available in Peoria. He would be interested in negotiating extremely favorable rentals designed to help non-profits. Certain other shared services could be made available.

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and become a fan!***