



PhilanTopics

Association of Fundraising Professionals

May 2011

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Grant Writing Secrets

We all know that funding for our programs and services can be tough to find. We try to know something about different ways of raising money, and that includes writing grants. Here's your chance to learn how a veteran grant writer has raised millions of dollars for programs in McLean County.

Ellen Dietz, the grant writer for Project Oz, a youth service agency, has successfully competed for grants for 20 years, and will tell you the basic principles that have guided her work. She will walk you through a typical research scenario that will save countless hours of fruitless writing and free you to spend time on the best prospects. She will also talk a bit about the ethics and accountability that grant writers have and share her experiences in the Federal grant review process.

Ellen's background is in science and her talent is in writing; grant writing is a perfect fusion of the writer's engaging narrative and the data analysis and logical approach taught in the sciences. She has written for stand-alone and collaborative efforts, including getting a multi-year award from the U.S. Department of Justice for \$1 million that continues to have a positive effect on McLean County. Her success ratio is over 85%, and award amounts have been from \$200 to \$200,000 per grant.

Ellen's expertise is in Federal grants, and she has also written winning proposals to the private sector. She has 5 years of experience in the Federal grants review process. She has multiple publishing credits on a variety

of topics, and has given grant writing presentations various civic organizations. She is a member of the Grant Professionals Association. Ellen is also a board member of JWP Audubon and the Illinois Prairie Chapter of Wild Ones, and is an inaugural member of the Illinois Grand Prairie Master Naturalists. She and her husband live in Bloomington with their rescue golden retriever MacIntosh, and are members of Wolf Park and the International Wolf Center.

The May 11th meeting will be held at the American Red Cross Central Illinois Chapter CAT Room at 311 W. John H. Gwynn Jr. Ave. in Peoria. Registration begins at 11:30 a.m., boxed lunch at 11:45 a.m. and the 1-hour program begins promptly at noon. The cost is \$15 for AFP members and \$25 for guests.

Directions from Bloomington:

From Interstate 74W, take exit 93 for Adams St/U.S. 24/State Highway 29 toward Jefferson Avenue/Downtown Peoria. Merge onto Spalding Ave and then turn left at NE Jefferson Ave. Turn right at N William Kumpf Blvd and then take the 1st left onto W 3rd Ave/W John H Gwynn Jr Ave. There will be two Red Cross buildings on the right side of the road. The Central Illinois Chapter office is on the right as you pull in to the parking lot. It is a one story building.



Reservations:

To RSVP, contact Beth(Gilbert) Reusch at bgilbert@peoriaymca.org by **May 6**. A registration form is located on page two.



Found on www.afpnet.org

Need help with a feasibility study? Unsure about [state registration requirements](#)? Call the AFP Resource Center! AFP gives you access to its Resource Center for development professionals. Knowledgeable staff are available from 9 a.m. to 6 p.m. Eastern to provide information on topics ranging from endowments to the Internet to salaries.

Additional information about the Resource Center is available in the Resource Center brochure in the attachments section, below. Requests for information can be submitted by phone, e-mail or fax. We will then research and prepare our best customized response based on the materials we have available.

Call toll-free at (800) 688-FIND from 9 a.m. to 6 p.m. (Eastern) Monday-Friday, email us at resctr@afpnet.org, or visit www.afpnet.org/ResourceCenter to download an info request form.

Grant Writing
Ellen Dietz, M.S.



Wednesday, May 11, American Red Cross Central Illinois Chapter
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 May meeting, contact Beth Gilbert Reusch 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 6.

**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.**

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:

Dr. Brian Sajko
Senior Vice President
Eureka College
300 E. College Ave
Eureka, IL 61530-1500
Phone: 309-467-6345
bsajko@eureka.edu

Beth Snyder
Assistant Director, Annual Fund
Illinois State University
1101 N. Main St.
Campus Box 3200
Normal, IL 61790-3200
Phone: (309) 438-5725
bnsnyde@ilstu.edu

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

AFP members – if your business card 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 (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.

Get Involved!

Interesting in helping coordinate Fundraising BASICS 101?

Please contact Kimberly Weeks at kimberlyweeks227@gmail.com.

Member Spotlight
Jenna Cicciarelli, Development Officer
Lakeview Museum



1. What are your responsible for at Lakeview Museum?

As the Development Officer at Lakeview Museum, I am primarily responsible for exhibit underwriting, corporate membership, and also our high level memberships (\$1,000+). I also coordinate our Development Committee and manage donation requests from other organizations. I also actively assist the Special Events Coordinator with Museum events. My job is never dull and each day brings on a new challenge!

2. What impresses you most about Lakeview Museum?

Lakeview Museum focuses on interdisciplinary learning- a fusion of art, history, science and achievement designed to develop knowledge, critical thinking skills and a lifelong passion for learning. The hard work and time that staff puts into keeping true to the Museum's mission impresses me!

3. How did you get your start in fundraising?

I have always been an active volunteer and enjoy helping causes that I believe in. I came across the Special Events Coordinator position for Lakeview Museum and was hired, soon after I was promoted to Development Officer and have been in this position for almost three years. I have learned so much and hope to stay in the fundraising field for many years.

4. What is the best thing about your job?

My favorite part about my job is interacting with donors, whether they are major donors or our general members. I also enjoy expanding my own knowledge when it comes to art and history!

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

I have been a member since May 2009 and recently became a member of the AFP Board of Directors. I have really enjoyed my experience with AFP. I serve on the National Philanthropy Day committee and have formed great relationships with fellow committee members. I have only been in fundraising for three years and find this group to be so helpful in answering my questions.

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

"The worst they can say is no."

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

I hope to someday earn my CFRE.

8. Describe your perfect day.

My perfect day would be a sunny 75-degree day that would start with a cup of coffee and a bowl of Cheerios with banana. I would go for a run, read a book on my porch, and spend some time with my fiancé and my family. If the day were extra long I would visit all my friends in Chicago as well!

Welcome Nicole Dobyms!



AFP Central Illinois Chapter would like to introduce Nicole Dobyms as our new Database Manager. Nicole is a recent graduate of Western Illinois University and has interned at the Peoria YMCA. She will be assisting with the production of this newsletter, managing our database of contacts, and sending e-mail blasts with meeting reminders, surveys, etc. She is looking forward to meeting everyone and we are excited to welcome her aboard.

Please join us in offering our former Database Manager, Heather Wolbeck, a huge *THANK YOU* for all of the work she has done for the last several years. She has done a wonderful job and it has been a pleasure working with her. We wish her all the best as she pursues new endeavors.

Every Member Campaign Update ***Rich Draeger, CFRE***



Hello fellow Central Illinois AFP members. I am happy to again be serving as the Every Member Campaign chair for our chapter.

Our chapter goal for this year is \$2,285 and the giving has just begun. We, as a board, will be making our gifts soon, and hope that you will consider doing the same. As a reminder, there are multiple ways to give, including the easiest option, online at www.afpnet.org and click on Make a Gift.

With your generous gift to the Every Member Campaign, you help determine the future growth and development of our profession. We count on your help to make it happen. 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.

Please consider your gift today. As a reminder, the national AFP will be conducting its calling campaign soon, so you may receive a call asking to donate sometime over the next few weeks.

Please feel free to email me at rich_draeger@usc.salvationarmy.org or stop me at a chapter meeting with any questions!

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.