



PhilanTopics

Association of Fundraising Professionals

June 2011

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Creating and Managing a More Effective Annual Fund

Please join us for the June 8th for an **extended** AFP Chapter meeting on “*Creating and Managing a More Effective Annual Fund*” presented by Meg Gammage-Tucker, Ph.D., CFRE.

Meg has just accepted a new position as the Chief Development Officer (CDO) for Zoo Atlanta where she will provide strategic leadership in individual, corporate, and foundation solicitations, donor cultivation, major gift and prospect management as well as lead capital, endowment, and annual campaigns.

She previously worked for Johnson Grossnickle and Associates (JGA) in Indianapolis, Indiana where she served as managing consultant for private universities and secondary schools, large arts and cultural organizations, and social service and environmental organizations. She was also faculty member of the Fund Raising School and the Center on Philanthropy at Indiana University.



Meg’s presentation will focus on the annual fund which is the most effective strategy to invite, involve, and bond your constituency to your organization; it is the cornerstone of organizational sustainability. This strength will enhance the organization’s ability to raise funds for current program support, for special purposes, and for capital and endowment development because the organization will be asking a constituency that has been properly

initiated and invested. After this chapter meeting attendees will have a better understanding of:

- Why the Annual Fund?
- Constituents, the Donor Base and the Annual Fund
- Benefits of the Annual Fund
- The Annual Fund Team—Staff and Volunteer
- Setting and Achieving the Annual Fund Goal
- Solicitation Methods
- The Annual Fund Plan and Calendar

This Chapter meeting will be held at Eastland Suites Hotel and Conference Center: 1801 East Drive in Bloomington. **The cost for this program is \$20 for AFP members and \$30 for guests.**

Registration and lunch begins at 11:15 a.m. with the program starting promptly at 11:45 and concluding at 2:00 p.m. You will receive 2 CFRE points for this chapter meeting.

Directions from Peoria:

Take I-74 East towards Bloomington; Stay left merging onto I-55 N via Exit 127 toward Chicago. Take the Veterans Parkway Exit 167, toward the Airport. Stay on Veterans Parkway until the stoplight at Eastland Drive. Turn left onto Eastland Drive and Eastland Suites will be on your right just past the stop sign at Prospect and Eastland Drive.

Reservations: To RSVP, contact Beth Reusch at breusch@peoriaymca.org.

Reservations are due by June 3, 2011.



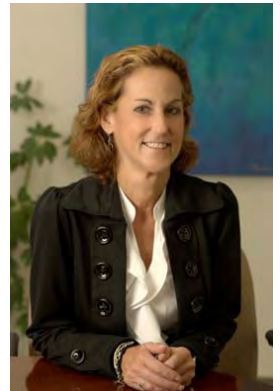
Found on www.afpnet.org

Five Common Myths About Planned Giving.

Last month the AFP Resource Center published a list of the five main myths regarding Planned Giving, an excerpt from Michael Rosen's book: **Donor-Centered Planned Gift Marketing**. This is a good article for those who are just getting their feet wet in regards to planned gifts. Check it out, along with all of the other great articles provided by the AFP Resource Center.

Annual Funds

Meg Gammage-Tucker, Ph.D., CFRE



Wednesday, June 8, Eastland Hotel and Suites

Registration and Lunch at 11:30 a.m., Program 11:45 a.m.-2:00 p.m.

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

\$20 per AFP member \$30 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 "June" payable to:
AFP Central Illinois Chapter, Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601.

RESERVATIONS ARE DUE BY June 3.

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 Central Illinois AFP in April:

Shauna Skowronski

Children's Miracle Network Coordinator
Children's Hospital of Illinois
530 NE Glen Oak Ave.
Peoria, IL 61637
Phone: (309) 566-5674 FAX:
Shauna.Skowronski@osfhealthcare.org

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>

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.

Save the Date!

Fundraising Basics 101

Wednesday September 21, 2011

*Member Spotlight
Pat Poppe*

Director of Public Relations and Development. McLean County YWCA

1. What are you responsible for at YWCA McLean County?

I am responsible for developing, managing and implementing an overall fundraising program consistent with the organization's mission, needs, and goals. These activities include, but are not limited to, annual and capital campaigns and specific fundraising events, planned giving and associated recordkeeping and reports, as well as donor relations. I am also responsible for media relations.



2. What impresses you most about the YWCA McLean County?

Our mission is eliminating racism and empowering women with peace, dignity and freedom for all. I continue to be amazed at how this mission applies to all walks of life. I am impressed by our staff's continued and tireless efforts to assist individuals from infants through life with child care, home care services, sexual assault services and Medivan transportation services.

3. How did you get your start in fundraising?

I really started in the fundraising "era" while working at GTE/Verizon/Frontier. I was responsible for working with 10 state Community Affairs Managers in preparing their contributions budgets for referral to the Foundation. So, in essence, I got to assist in "giving" money to not-for-profits. Now, I ask for donations.

4. What is the best thing about your job?

Being able to interact with donors, plan fundraising/special events.

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

I've been involved since 1992 (I think...I was absent for a couple of years). I've served a couple of terms on the Board, was treasurer, and also co-chaired nominations for AFP's Philanthropy Awards two years, as well as serving on committees.

AFP provides knowledgeable programming as well as an opportunity to network with other fundraising professionals at meetings. AFP members are always willing to share their expertise. I have found that to be valuable.

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

A vice-president at GTE told me I'd never have an upper level management position until I obtained a degree. So, I took some college classes and finally obtained my degree at age 51. So, I feel it is extremely important to obtain a college degree, or some professional training. And, one should continue expanding their knowledge through reading, seminars, etc.

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

I would really like to obtain my CFRE. I just need to "do it!"

8. Describe your perfect day.

My perfect day would begin with sunshine, a great cup of coffee (I love Starbucks), lunch with a donor leading to securing a major/planned gift. I would have a quiet dinner with my husband. And, I'm always in the mood for spending time with any of my six grandkids and thoroughly enjoy attending their activities.

FundRaising Success Virtual Conference and Expo

FundRaising Success magazine is proud to present the second annual **FundRaising Success Virtual Conference & Expo** — Engaging, Enlightening and Empowering Donors, Thur., May 19, 2011. No planes, no trains, no automobiles necessary. Just you and your computer. Register now for this **FREE** all-day event featuring top fundraising experts on the hot fundraising topics of the day.

Learn more: <http://virtualshow.fundraisingsuccessmag.com/>

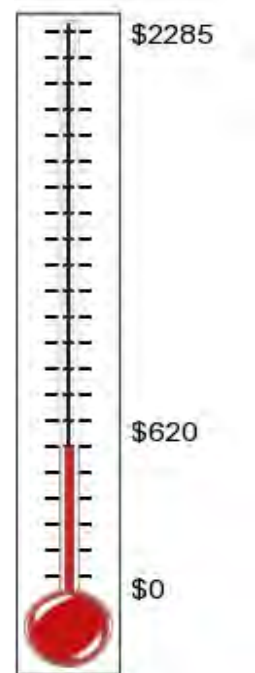
Every Member Campaign Update

To date, we have raised \$620 of the \$2285 needed for the Every Member Campaign. As a reminder, you can make donations on afpnet.org and click on "Make a Gift."

Please consider what you are able to give for this campaign.

For questions regarding the Every Member Campaign, please contact

rich_draeger@usc.salvationarmy.org.



Thermometer created via fast-trackfundraising.com

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.