



PhilanTopics

Association of Fundraising Professionals

[October 2011]

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Below, On and Above the Line—

Things Everyone Should Know About Raising Big Bucks

Central Illinois AFP, OSF Healthcare Foundation and the Community Foundation of Central Illinois, is pleased to bring you “Below, On and Above the Line - Things Everyone Should Know About Raising Big Bucks” presented by nationally known presenter and speaker Roger Ellison. “Below, On and Above the Line” will focus on the essentials all professional fundraisers should know about fundraising, regardless of how narrow or broad your focus.

Roger will present the idea of fundraising from the foundation upward. **Below the line** will highlight on the very practical matters which form the foundation of what we do to create support for our missions. We will focus on gifts – from cash to charitable lead trusts – starting at the most simple and common gift and working logically through increased complexity and toward the less common. **On the line** will focus on the art of fundraising. Discussion topics will include annual fund, special events and web-based/social media, major and planned gifts. Attendees will learn how to make a call and how to ask for a gift. **Above the line** will spotlight matters of transcendence which allow us to truly focus on the donor rather than the gift.



This **special extended edition** of the AFP Chapter meeting will take place on **October 12** and will be held at Illinois Central College in East Peoria in Room 212 C & D. Enter the College through the door marked Main Entrance and go through the cafeteria; 212 C&D is down the hall on the left just past the Tranquility and Founders Rooms.

Registration begins at 8:30 am. The seminar begins promptly at 9am and will end at 4:30pm. **Early bird reservations are due by September 30th** with a cost of \$50 for AFP Members and \$75 for non-members. If you miss the early bird registration, add \$15 to the about costs. Regular reservations are due by October 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 Danielle Easton at daniellee@crittentoncenters.org or simply send your check marked “October 2011” payable to: Central Illinois Chapter AFP, P.O. Box 5323, Peoria, IL 61601. A reservation form is located on page three.



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 August:

Catherine McGeehan
 Development Director
 Peoria Zoological Society
 2520 N Prospect Rd
 Peoria, IL 61603
 Phone: (309) 681-3504
cmcgeehan@peoriazoo.org

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

It's a great time to join AFP. Now through November 30th, in honor of National Philanthropy Day, new Active Members will receive a \$50 discount on membership. **The coupon below must be attached to the new member application** – unfortunately, refunds will not be given after the fact so be sure to attach the coupon.

 <p>CHANGE THE WORLD</p>  <p>WITH A GIVING HEART</p> <p>National Philanthropy Day*</p>	<p>\$50.00 <u>Active</u> New Member Discount</p> <p>In honor of National Philanthropy Day®, AFP will be offering a \$50.00 discount to new members joining in the Active category by November 30, 2011.</p> <p>Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment.*</p> <p>*Coupon <i>must</i> be included with payment One coupon per new member. Expires November 30, 2011</p> <p>Questions, call the AFP Membership Department at (800)666-3863.</p>
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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 (309) 694-8511 or rballard@icc.edu and I will be happy to talk with you or send further information.

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.

September 14, 2011 Meeting Registration

“Below, On and Above the Line” with Roger Ellison

Wednesday, October 12, 2011

Illinois Central College, East Peoria IL

Registration: 8:30 a.m. Program 9 a.m. – 4:30 p.m. (lunch is included)

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

EARLY BIRD RESERVATIONS ARE DUE BY September 30th (add \$15 after September 30th)

\$50 for AFP members

\$75 for non-members

To make your reservations, email Danielle Easton at daniellee@crittentoncenters.org and

send this form with a check marked “October” payable to: AFP Central Illinois Chapter

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

EARLY BIRD RESERVATIONS ARE DUE BY September 30th. Regular reservations are due by **October 7th.**

Thank you to our generous sponsors:



Seating is limited so get your registration in early!

This program qualifies for CFRE credit!

Every Member Campaign Update

Hello Central Illinois AFP members. I hope you all had an enjoyable Labor Day and are enjoying this cool respite.

Our chapter goal for this year's Every Member Campaign is \$2,285 and the giving is entering the home stretch. As your chair, I hope that you will consider making a donation. With your generous 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.

Thanks to these members who have made their gifts recently:

Danielle Easton

Jerry Heller, CFRE

Joy Hutchcraft, CFRE

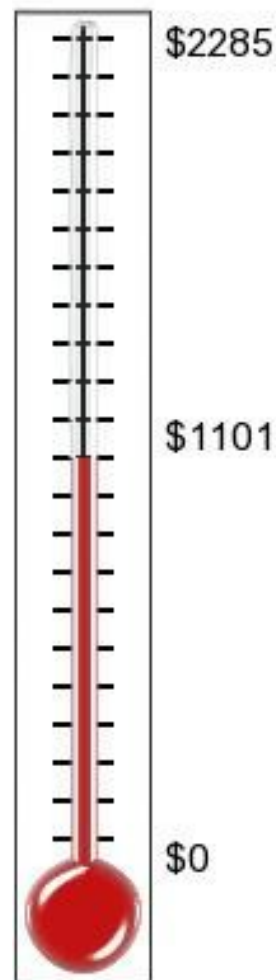
Kirstin Marshall

Julie Witte

To date we have received \$1,101, or 48% of our chapter goal.

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.

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!



C. Wilson Schroeder Memorial Scholarship

The Central Illinois Chapter of AFP is currently accepting applications for the C. Wilson Schroeder Membership Scholarship.

The late C. Wilson Schroeder was a devoted fundraiser and one of the founding members of the National Society of Fundraising Executives, the predecessor to 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 chapter will consider applications from fundraisers or executive directors whose organization's budgets are constrained but who would benefit from AFP membership.

Up to four membership scholarships will be awarded each calendar year. The deadline for applications is twice each year: April 15 and October 15. Applications will be reviewed at the May and November AFP Chapter Board meetings.

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

International Conference Scholarship

The Central Illinois Chapter of AFP is currently accepting applications for the International Conference scholarship.

Up to two scholarships will be awarded each calendar year for the following spring's AFP International Conference on Fundraising. The 2012 Conference will be held in Vancouver, BC, Canada on April 1-3. Each recipient will receive up to \$1,000 toward their registration, travel and lodging expenses.

The first scholarship offered is the Chamberlain Scholarship which honors the memory of Ralph E. Chamberlain, CFRE, and is sponsored by the AFP Foundation for Philanthropy. The second scholarship offered is the Chapter Scholarship which is made possible by the Ian T. Sturrock Fund and the Central Illinois Chapter AFP.

The deadline for applications is September 15. Applications will be reviewed at the October AFP Chapter Board meeting. Once selections are made, the Chamberlain Scholar and the Chapter Scholar will be notified and reports will be submitted to National AFP by October 31.

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

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.

The Professional Advancement Committee is looking for new members. If you are interested in influencing the planning of our monthly programs, we would love to have your help! We meet in person monthly, but also provide a call-in option for those outside the Peoria area, so don't let your geography stop you from participating. For more information please contact Rachel Sprenkle at rsprengle@tnc.org or 309-636-3324.

New York Times Article:

UCLA Professor Stirs Debate Over \$10-Million Law-School Gift

published August 23rd, 2011

A professor at University of California at Los Angeles law school has publicly protested the institution's acceptance of a \$10-million gift from philanthropist and the former junk-bond trader Lowell Milken, The New York Times writes.

The donation announced this month will establish an institute for business law named after Mr. Milken, who was investigated along with his brother, Michael, for alleged securities fraud in the 1980s.

Michael Milken pleaded guilty to securities-law violations and served 22 months in prison after the government agreed not to charge Lowell Milken. Both brothers have since become prominent donors, giving hundreds of millions of dollars to education, medical research, and other causes.

In a letter to university leaders, Lynn A. Stout, a specialist on corporate governance and business ethics, said creating an institute named for Lowell Milken within the UCLA law school "will damage my personal and professional reputation."

But other UCLA law professors defended the gift as a boon to the school and its students as the university deals with state budget cuts.

When asked to respond to complaints about Mr. Milken's gift, Bonnie Somers, a spokeswoman for the Milken Family Foundation, sent a written statement to The Times.

"Basic fairness requires that individuals be evaluated solely on the basis of their own conduct and Lowell Milken's life of accomplishment and service speaks for itself."

Save the Date!

National Philanthropy Day

November 9, 2011

Par-A-Dice Hotel, East Peoria