



PHILANTOPICS

Association of Fundraising Professionals

September 2009

Board of Directors

PRESIDENT

Mark Roberts, CFRE 309-674-8730

PRESIDENT-ELECT

Kristen Berchtold 309-688-8671

PAST PRESIDENT/GOVERNANCE

April Gould, CFRE 309-655-1653

TREASURER

Michael J. Maginn 309-671-2144

SECRETARY

Stephanie Pickett 309-687-7213

MEMBERSHIP SERVICES

Robin Ballard 309-694-8511

PROFESSIONAL ADVANCEMENT

Nicole Parlier Campen
1-888-342-2383

EXTERNAL AFFAIRS

Rich Draeger, CFRE 309-655-1348

NEWSLETTER EDITOR

Kimberly Weeks 309-347-7148

EVERY MEMBER CAMPAIGN

Pat Poppe 309-662-0461

GOVERNMENT RELATIONS

Roger Meyer, CFRE 309-655-4874

DIVERSITY

Vikki Baptiste 309-829-0691

DIRECTORS

Jennifer Lee 309-686-0962

Jeff Parmenter 309-637-1771

Shelly Smith, CFRE 309-677-3091

Dennis Steele 309-693-8291

NEWSLETTER QUESTIONS?

Kimberly Weeks 309-347-7148

kimberly@tcrorg.com

MEETING RESERVATIONS?

Stephanie Pickett 309-687-7213

spickett@chail.org

ADDRESS/CONTACT CHANGES?

Heather Wolbeck 309-643-9236

hwolbeck@sbcglobal.net

How to Plan and Execute Amazing Special Events

Please join us for the September 9th AFP Chapter Meeting, "How to Plan and Execute Amazing Special Events." The following panel will be sharing their wisdom and taking questions: Pat Poppe of the YWCA, Duffy Armstrong of Goodwill Industries of Central Illinois, Jolie Alois of Easter Seals, and Sharon Baumgartener of OSF Saint Francis.

Pat Poppe is Director of PR and Development at the YWCA McLean County, Bloomington. Her duties include all aspects of media relations and fundraising. The YWCA has three major special events per year.

Sharon Baumgartener of OSF has planned over 200 unique fundraising events over the past 15 years in the Peoria area. Sharon has organized events that have ranged net \$1,000 to \$30,000.

Duffy Armstrong is the Director of Development for Goodwill Industries of Central Illinois. She has planned events for Goodwill and other area non profit organizations throughout her career.

Jolie Alois is the Director of Development for Easter Seals in Central Illinois. She is responsible for organizing the annual Wines on the Prairie event and other small fundraising events for Easter Seals.

The September 9th meeting will be held at EastPort Banquet and Meeting Center located at 703 Mariner's Way in East Peoria. The cost is \$15 for AFP members and \$20 for non members. Registration is at 11:30 a.m., lunch is provided at 11:45 a.m. and the presentation begins at 12:00 p.m.

Directions from Bloomington:

Take I-74 west to Exit 95. Follow US-150 west, IL-116 east toward Metamora. Turn left onto Mariner's Way (near Jonah's Seafood House).

Directions from Peoria:

Take I-74 East to Exit 95. Follow US 150 west, IL-116 east toward Metamora. Turn left onto Mariner's Way (near Jonah's Seafood House).

Reservations:

To RSVP, contact Stephanie at spickett@chail.org or simply send your check marked "September Meeting" payable to: Central Illinois Chapter AFP, P.O. Box 5323, Peoria, IL 61601. A reservation form is located on page two.



FRIENDS OF DIVERSITY
ASSOCIATION OF FUNDRAISING PROFESSIONALS 2007

Central Illinois AFP Chapter Strategic Plan

Mark Roberts, CFRE



I am pleased to report to the membership that the Central Illinois AFP board of directors recently approved the first-ever strategic plan for our chapter. A significant amount of volunteer time and effort was committed to this project over the past several months, and I would like to say “thank you” to my fellow board members, at-large strategic planning committee members Joe Knapp, Melinda Figge, and Larry Brinkman, and Val Lay, AFP International Director of Chapter Services for the Central U.S, for their hard work in seeing this through.

The process of developing the plan has been deliberate. After carefully analyzing the results of an online survey submitted to the Chapter’s members and other stakeholders in February, board and at-large committee members met for a one day planning retreat in March to examine mission, vision and core values, and to analyze strengths, weaknesses, opportunities and threats. Over the next four months, sub-committees worked to further refine the initial outcomes of the planning retreat.

The planning process has resulted in the development of a comprehensive written history of the Central Illinois chapter, and a formal strategic plan document featuring a revised mission statement, revised core values, and critical goals and objectives focusing on membership, programming, and communications. The strategic plan is intended to serve as a roadmap to guide the activities of the Chapter through 2012.

The board is committed to utilizing the newly adopted plan, and will continue to evaluate progress towards achieving goals while remaining flexible in implementation. The board will also work to ensure that Chapter members have knowledge of the plan, and are provided periodic progress updates. Please check the Chapter website, www.afpcentralillinois.org, for a pdf copy of the plan as well as supplemental materials that were developed during the planning process.

I am confident that the development of this strategic plan is a critical step in ensuring that our chapter remains strong going forward. Please contact me or any of the Chapter board members if you have any questions or comments about the plan.

Regards,

Mark Roberts, CFRE

President, AFP Central Illinois chapter

How to Plan and Execute Amazing Special Events

Wednesday, September 9 - EastPort Banquet & Meeting Center, East Peoria, Illinois
Registration: 11:30 a.m. Lunch: 11:45 a.m. Program: 12:00 p.m.

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

\$15 for AFP members \$20 for non-members

To make your reservations, contact Stephanie Pickett at spickett@chail.org and send this form with a check marked “September Meeting” payable to:

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

Reservations are due by September 4th.

***International Conference Scholarship
Applications Due September 15th!***

April Gould, CFRE



Apply now for one of two Scholarships to the International Conference on Fundraising to be held April 11-14, 2010 in Baltimore, MD. Each recipient will receive up to \$1,000 toward their registration, travel and lodging expenses for the International Conference on Fundraising.

The AFP International Conference on Fundraising is the largest gathering of fundraisers. Approaching its 47th year, the Conference has become the premier resource for fundraisers to network, learn, and discover new products and services and features 200-some educational sessions.

Criteria for recipients: 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 has never attended an AFP (or NSFRE) International Conference on Fundraising as a registered participant; Candidate agrees to complete and return an evaluation (form provided by national AFP in past) or summary about his or her experience.

All Scholarship recipients qualify for the early bird conference registration rate regardless of when they register. Scholars are responsible for registering themselves for the Conference and for making all travel and lodging arrangements.

Applicants must submit a completed application form along with the narrative by September 15 of each year. Submit the application to Central Illinois AFP Chapter President, Attention: Conference Scholarship Application, PO Box 5323, Peoria, IL 61601. For more information, contact April Gould at 655-1653 or visit our website for a link to the application.

***National Philanthropy Day November 18
Preliminary Nominations Being Reviewed***

Our chapter will celebrate our 26th National Philanthropy Day in November, and the steering committee is hard at work on this year's event. The nomination committee and judges have begun the process of reviewing the preliminary nominations of deserving individuals and companies for award consideration. The luncheon event will be held on Wednesday, November 18 at the Embassy Suites in East Peoria.

Interested in underwriting this event? Contact Rich Draeger, NPD Chairman at rich_draeger@usc.salvationarmy.org. We once again will be soliciting support from AFP member agencies and businesses to ensure a great event!

Special thanks to the Nominations/Judging Committee, chaired by Pat Poppe and Andrea Raycraft and the judges who will help determine this year's winners.



Mark November 18 on your calendar and watch for more information and invitations soon!!

Time is Running Out to Register for Fundraising Basics 101

Fundraising Basics 101:

Presented by the Central Illinois Chapter of the Association of Fundraising Professionals

Thursday, September 17th, 2009, 8:00 a.m. – 4:00 p.m.

Ramada Inn, Brandywine Drive in Peoria

Topics Include:

- Professional Development of the Fundraiser
 - Writing Grants and Funding Proposals
 - Working with Volunteers
- Special Events: Raising Friends and Raising Funds
 - Marketing with Minimal Means
 - Ethical Issues in Fundraising

Cost to Attend: \$50 for payment received by August 31st, 2009, \$60 for payment received after August 31st, 2009, *Cost includes continental breakfast and lunch.*

For more information: Contact Kimberly Weeks at 309-347-7148 or Kimberly@tccrcorg.com.

Membership Update

Robin L.T. Ballard



On behalf of the AFP Board of Directors we would like to welcome the following new members who joined AFP in July.

Bryce M Dexter
Director of Development
Western IL University
Morgan Hall 114
1 University Circle
Macomb, IL 61455-1390
bm-dexter2@wiu.edu
Phone: (309) 298-1828

Stephanie Holmes
Development Officer
Illinois Central College Educational Foundation
1 College Drive
East Peoria, IL 61635
stephanie.holmes@icc.edu
Phone: (309) 694-8420

BreeAnn Hohulin
Development Officer
Illinois Central College Educational Foundation
1 College Drive
East Peoria, IL 61635
breeann.hohulin@icc.edu
Phone: (309) 694-5778

AFP members – please remember to bring your business card to the chapter meetings so you can enter into the drawing for a cool gift and to be the **Member Spotlight**.

If you or someone you know would like information on becoming an AFP member, please contact Robin Ballard at (309) 694-8511 or rballard@icc.edu and she will be happy to send you information or talk with you about it.

News on the Legislative Front

Roger Meyer, CFRE



Limit on Charitable Deduction Still Under Consideration in Congress

Last week the House recessed through Labor Day, and the Senate is expected to follow suit in a few days. Despite this summer break, key lawmakers and Congressional staff continue to cobble together healthcare reform legislation, including options on how to offset the cost of a major overhaul of the nation's healthcare system. Congressional leaders have set a new deadline of September 15th for floor action on these bills.

Proposals have been introduced to fund healthcare reforms by reducing charitable deductions for those individuals who earn more than \$200,000 (and those couples and families who earn more than \$250,000):

- In his FY10 budget, President Obama proposed limiting itemized deductions for these taxpayers at a 28 percent rate beginning in 2011.
- An alternative, modified proposal also has been suggested that would limit itemized deductions to 33 percent or 35 percent for taxpayers whose income tax brackets would increase to 36 percent or 39.6 percent in 2011.

AFP believes that both of these proposals would create a disincentive for taxpayers who give the most to charitable organizations to continue their generosity. Moreover, both proposals, in essence, impose a tax on charitable giving. It would be highly unfortunate to discourage giving at a time when charitable organizations are dealing with enormous financial challenges stemming from the economic downturn. The Giving USA Foundation recently reported that in 2008, the decline in total charitable giving was the greatest since the organization began tracking U.S. charitable donations in 1956. Charities are already reporting that donations will likely be down further in 2009. Some are even closing their doors or laying off staff.

Members are encouraged to communicate with our senators and representatives to discourage the limitation on deductions as a way of generating revenue for the government.

Estate Tax Reform, IRA Charitable Rollover Stalled

As lawmakers on the Senate Finance Committee and House Ways & Means Committees continue to focus their attention on healthcare reform (see story above), progress on other tax issues has stalled. This includes issues important to the charitable community such as the estate tax, which, absent any Congressional action, would be repealed in 2010 but return to 2002 levels (i.e., an exemption of \$1 million and a top tax rate of 55 percent) in 2011, and extending and expanding the IRA Charitable Rollover, which would expire at the end of this year.

Get involved with the Central Illinois Chapter of AFP!

Among the many ways to share your talents:

Serve on the Board

Join the National Philanthropy Day Committee

Chair BASICS 101

Join the Programming Committee

Assist with Membership (mentoring, etc.)

Please contact April Gould for more information at 309-655-1653 or April_Gould@usc.salvationarmy.org.

***Position Opening at The Galesburg Community Foundation
Director of Development Operations***

The Galesburg Community Foundation is currently seeking to fill a position titled Director of Development Operations. In conjunction with the Executive Director the Director of Development Operations is responsible for the operational management and coordination of development activities conducted by and/or benefiting GCF. The Director of Development Operations will also manage the financial accounting of the Foundation. This will include the identification and implementation of sound financial systems and controls that will lead to more efficient operations and the strategic growth of the organization. For a full job description please e-mail the Galesburg Community Foundation at info@endowgburg.org

***Chapter Sets Goal of \$2,200 for AFP Every Member Campaign
Pat Poppe, 2009 Every Member Campaign Chair***



Yearly, the Central Illinois Chapter of AFP sets a goal for the AFP Foundation's Every Member Campaign. Our goal this year is **\$2,200**. This goal is based, primarily, on past donations. Reaching this goal enables the Chapter to receive a percentage back for scholarships and other educational purposes. If we don't reach the goal, we will not receive any "money back."

The end of 2009 is fast approaching! As you review your year-end giving, please seriously consider making a donation the Every Member Campaign. No amount is too small. You can go to www.afpnet.org and click on Make a Gift located under the Quicklinks section on the right side. You will need your AFP login and password.

The "Giving Levels" haven't changed from last year and include:

- Sterling Medalist (\$250-\$499)
- Silver Medalist (\$100 - \$249)
- Bronze Medalist (\$50 - \$99)
- Blue Ribbon Donor (anything below \$50)

Thank you to all members who participated last year. I look forward to a successful 2009 campaign!

Position Opening at Bradley University

Director of Development-Slane College of Communications and Fine Arts

The division of Advancement seeks an energetic, highly motivated, donor focused, results-oriented fundraising professional to lead the major gift fundraising efforts for the Slane College of Communications and Fine Arts. The fundraising environment at Bradley requires teamwork, a can-do attitude, perseverance, optimism and the ability to think strategically and creatively. Bradley is engaged in a multi-year, \$150 million fundraising campaign, The Campaign for a Bradley Renaissance, and is looking for an individual to assist in the successful completion of this important effort. The director of development reports to the Senior Executive Director of Development and works in coordination with the Dean of the Slane College of Communications and Fine Arts to maximize private support to the University.

Founded in 1897, Bradley University is a distinctive, medium-size comprehensive, private institution of higher learning. The University is located on an 85-acre campus in Peoria, the largest metropolitan area in central Illinois. With approximately 5,000 undergraduates and 800 graduate students, Bradley offers the opportunities and choices of a larger university (with over 130 programs in five colleges, including the traditional liberal arts and sciences as well as programs in communications, business, engineering, education and the health sciences plus a graduate school) and the quality, personal attention and challenge of small private college. With over 60,000 alumni, Bradley is rich in tradition and full of promise to become one of the nation's best comprehensive universities. Visit www.bradley.edu and www.bradley.edu/fcba/ for additional information about the University.

The Slane College of Communications and Fine Arts has five academic units: the Departments of Art, Communication, Music, Theatre Arts, and the interdisciplinary Multimedia Program. Housed in five state-of-the-art facilities supported by Internet2 and other digital technologies, the College has over 1,000 students and 50 full-time faculty. For additional information about the Slane College of Communications and Fine Arts visit www.slane.bradley.edu/web/.

Characteristic Duties and Responsibilities:

- Cultivate and nurture prospect relationships that result in major gift commitments.
- Identify, qualify, and manage a portfolio of approximately 175-200 prospects with the goal of garnering and maximizing major gift support.
- Gather data, assess prospects, and develop strategies designed to realize the current and lifetime giving potential of prospects.
- Ensure consistent and appropriate contact, facilitate or make solicitations, and ensure effective stewardship.
- Conduct a minimum of 165 personal visits with prospects and donors per year.
- Comprehensive understanding of the priorities of the University and make a persuasive verbal and written case for supporting key programs and projects, effectively matching the interests of prospects to specific University needs.
- Meet regularly with advancement colleagues to coordinate and execute strategies, and use experience and knowledge to build consensus.
- Develop and maintain relationships with faculty and administrators.
- Perform other duties as required or assigned.

Qualifications:

Bachelor's degree required. Preference given to those with a proven track record of fundraising success. Fundraising experience in higher education is preferred. Highly effective verbal and written communication and interpersonal skills. Willingness to travel, and work evenings and weekends when necessary. Excellent relationship building and volunteer engagement skills. Ability to work with internal and external constituencies, including individuals with high influence and affluence. Demonstrated commitment to working in a culturally diverse environment.

Qualified candidates should submit cover letter addressing qualifications of the position, resume, and complete contact information for three professional references electronically to jmd@bradley.edu or via direct mail to:

Director of Development—Slane College of Communications and Fine Arts

Bradley University, 203 Swords Hall, Peoria, IL 61625

To ensure full consideration, application materials should be received by August 7, 2009. Review of applications will begin immediately and continue until position is filled. Bradley University is an Equal Opportunity/Affirmative Action Employer. The administration, faculty and staff are committed to attracting qualified candidates from underrepresented groups.

Position Opening at Bradley University Director of Corporate and Foundation Relations

The Division of Advancement seeks an energetic, highly motivated, donor focused, results oriented fundraising professional to lead the corporate and foundations relations fundraising efforts for the University. The fundraising environment at Bradley requires teamwork, a can-do attitude, perseverance, optimism and the ability to think strategically and creatively. Bradley is engaged in a multi-year, \$150 million fundraising campaign, The Campaign for a Bradley Renaissance, and is looking for an individual to assist in the successful completion of this important effort. The Director of Corporate and Foundation Relations reports to the Senior Executive Director of Development, and will work in collaboration with the Vice President for Advancement and advancement colleagues to maximize corporate and foundation support to the University.

Founded in 1897, Bradley University is a distinctive, medium-size comprehensive, private institution of higher learning. The University is located on an 85-acre campus in Peoria, the largest metropolitan area in central Illinois. With approximately 5,000 undergraduates and 800 graduate students, Bradley offers the opportunities and choices of a larger university (with over 130 programs in five colleges, including the traditional liberal arts and sciences as well as programs in communications, business, engineering, education and the health sciences plus a graduate school) and the quality, personal attention and challenge of small private college. With over 60,000 alumni, Bradley is rich in tradition and full of promise to become one of the nation's best comprehensive universities. Visit www.bradley.edu and www.bradley.edu/fcba/ for additional information about the University.

Responsibilities:

- Identify, qualify, and manage a portfolio of approximately 75 prospects with the goal of garnering and maximizing major gift support.
- Manage relations for the University to maximize its opportunities with potential and current corporate and foundation donors.
- Write, edit and compile grant proposals to corporations, foundations and some individual contributors, both independently and in conjunction with University leadership, development staff and faculty.
- Develop proposals; prepare narrative and financial reports to grant-makers to provide ongoing stewardship of institutional donors.
- Perform research and opportunity analyses as needed to support the institutional cultivation process.
- Provide the point of contact for University Advancement with corporate and foundation major gift prospects/donors.
- Act as liaison for University Advancement with the Smith Career Center.

Qualifications:

Bachelor's degree required. Preference given to those with a proven track record of fundraising success. Fundraising experience in higher education is preferred. Highly effective verbal and written communication and interpersonal skills. Willingness to travel, and work evenings and weekends when necessary. Excellent relationship building and volunteer engagement skills. Ability to work with internal and external constituencies, including individuals with high influence and affluence. Demonstrated commitment to working in a culturally diverse environment.

Qualified candidates should submit cover letter addressing qualifications of the position, resume, and complete contact information for three professional references electronically to jmd@bradley.edu or via direct mail to:

**Director of Corporate and Foundation Relations
Bradley University, 203 Swords Hall, Peoria, IL 61625**

To ensure full consideration, application materials should be received by August 7, 2009. Review of applications will begin immediately and continue until position is filled. Bradley University is an Equal Opportunity/Affirmative Action Employer. The administration, faculty and staff are committed to attracting qualified candidates from underrepresented groups.

Position Opening at Bradley University

Director of Development-Foster College of Business Administration

The division of Advancement seeks an energetic, highly motivated, donor focused, results oriented fundraising professional to lead the major gift fundraising efforts for the Foster College of Business Administration. The fundraising environment at Bradley requires teamwork, a can-do attitude, perseverance, optimism and the ability to think strategically and creatively. Bradley is engaged in a multi-year, \$150 million fundraising campaign, The Campaign for a Bradley Renaissance, and is looking for an individual to assist in the successful completion of this important effort. The director of development reports to the Senior Executive Director of Development and works in coordination with the Dean of the Foster College of Business Administration to maximize private support to the University.

Founded in 1897, Bradley University is a distinctive, medium-size comprehensive, private institution of higher learning. The University is located on an 85-acre campus in Peoria, the largest metropolitan area in central Illinois. With approximately 5,000 undergraduates and 800 graduate students, Bradley offers the opportunities and choices of a larger university (with over 130 programs in five colleges, including the traditional liberal arts and sciences as well as programs in communications, business, engineering, education and the health sciences plus a graduate school) and the quality, personal attention and challenge of small private college. With over 60,000 alumni, Bradley is rich in tradition and full of promise to become one of the nation's best comprehensive universities. Visit www.bradley.edu and www.bradley.edu/fcba/ for additional information about the University and the Foster College of Business Administration.

Characteristic Duties and Responsibilities:

- Cultivate and nurture prospect relationships that result in major gift commitments.
- Identify, qualify, and manage a portfolio of approximately 175-200 prospects with the goal of garnering, retaining, and maximizing major gift support.
- Gather data, assess prospects, and develop strategies designed to realize the current and life-time giving potential of prospects.
- Ensure consistent and appropriate contact, facilitate or make solicitations, and ensure effective stewardship.
- Conduct a minimum of 165 personal visits with prospects and donors per year.
- Comprehensive understanding of the priorities of the University and make a persuasive verbal and written case for supporting key programs and projects, effectively matching the interests of prospects to specific University needs.
- Meet regularly with advancement colleagues to coordinate and execute strategies, and use experience and knowledge to build consensus.
- Develop and maintain relationships with faculty and administrators.
- Perform other duties as required or assigned.

Qualifications:

Bachelor's degree required. Preference given to those with a proven track record of fundraising success. Fundraising experience in higher education is preferred. Highly effective verbal and written communication and interpersonal skills. Willingness to travel, and work evenings and weekends when necessary. Excellent relationship building and volunteer engagement skills. Ability to work with internal and external constituencies, including individuals with high influence and affluence. Demonstrated commitment to working in a culturally diverse environment.

Qualified candidates should submit cover letter addressing qualifications of the position, resume, and complete contact information for three professional references electronically to jmd@bradley.edu or via direct mail to:

**Director of Development—Foster College of Business Administration
Bradley University, 203 Swords Hall, Peoria, IL 61625**

To ensure full consideration, application materials should be received by August 7, 2009. Review of applications will begin immediately and continue until position is filled. Bradley University is an Equal Opportunity/Affirmative Action Employer. The administration, faculty and staff are committed to attracting qualified candidates from underrepresented groups.