



PHILANTOPICS

Association of Fundraising Professionals

April 2009

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How The Media Can Impact Your Organization's Fundraising Efforts

Please join us for the April 8th AFP Chapter Meeting on *How The Media Can Impact Your Fundraising Efforts* which will be held at the Salvation Army in Peoria. Three panelists who are involved with media outlets such as the Peoria Journal Star and WMBD will be discussing the media's role in your organization's fundraising efforts.

Lori Laughlin has more than 20 years of experience in the field of communication as a news reporter, assistant news director, marketing and planning manager and media relations advisor. She works with a variety of businesses and nonprofit agencies to help them promote their positive news and to work effectively with the media during times of PR crisis. Lori is a Peoria native and a graduate of Illinois State University. She is currently a consultant with Bloomington-based Custom Training Services, Inc.

Clare Howard is a features writer at the Journal Star where she has worked for the past 22 years. She has a Ph.D. from Union Institute and University, master's degree from the University of Illinois and bachelor's degree from Ithaca College. Her writing has received a number of awards including Illinois Press Association, Illinois AP Editors Association, Copley Ring of Truth, Planned Parenthood, Illinois Public Health Association and Illinois Association of Park Districts.

Tim Beisel is the Director of Marketing and Operations for WMBD and WYZZ in Peoria and in the city of Bloomington. Tim began his television career in production and promotion with the Fox affiliate in Nashville, Tennessee where he worked on music

videos for some of country music's hottest stars. His television career has taken him to Asheville, North Carolina; Greenville, South Carolina; The Rio Grande Valley of Texas, Biloxi Mississippi, and finally to central Illinois. Tim has twice been nominated for Emmy Awards for his commercial production and promotion work. In 2006 Tim was the recipient of the Edward R. Murrow Award and the Peabody Award for his work in covering Hurricane Katrina at WLOX-TV in Biloxi, Mississippi.

The April 8th AFP Chapter meeting will be held at the Salvation Army located at 210 Spalding Avenue in Peoria. The cost is \$15 for AFP members and \$20 for guests. Registration begins at 11:30 a.m., lunch at 11:45 a.m. and the program begins promptly at noon.

Questions for the panel may be submitted ahead of time by visiting our website at www.afpcentralillinois.org.

Directions from Bloomington: Take I-74 West towards Peoria. Take the Adams St/US-24/IL-29, Exit 93, toward Jefferson Ave/Downtown. Proceed straight to go onto Spalding Ave.

Reservations: To RSVP, contact Stephanie at spickett@chail.org. Reservations are due by April 3rd. A reservation form is located on page three.



FRIENDS OF DIVERSITY
ASSOCIATION OF FUNDRAISING PROFESSIONALS 2007

Legislative Alert, Roger Meyer, CFRE



On Thursday, February 26, President Barack Obama released his budget outline. Among other provisions, the administration's plan includes a measure that would reduce the value of tax deductions for charitable donations by families earning more than \$250,000.

The Central Illinois Chapter Association of Fundraising Professionals believes that tax incentives for charitable giving should be preserved and strengthened because they send an essential message about the value our country places on voluntary giving and the important role of charities in meeting critical individual and community needs. The true beneficiaries of the charitable donation are not the generous Americans who make charitable gifts, but those in need who are served by the work of charitable organizations. Reducing any charitable giving incentive during these troubled economic times would be detrimental to nonprofits that are already facing financial hurdles in trying to serve the ever-increasing numbers of those in need. The proposals still need to be enacted into law. Stay tuned for more information as it becomes available. If you have any opportunity to discuss this with congressional leaders please encourage the retention of tax advantage philanthropic incentives.

For more information about this topic, visit http://www.afpnet.org/resource_center/fundraising_news.

C. Wilson Schroeder Membership Scholarship

April Gould, CFRE



The Central Illinois Chapter AFP is accepting applications for C. Wilson Schroeder Membership Scholarships. The late C. Wilson Schroeder was a devoted fundraiser and one of the founding members of the National Society of Fundraising Executives now called 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 organizations 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 (first Thursday).

For more information or an application, contact April Gould, CFRE, at 309-655-1653, April_Gould@usc.salvationarmy.org, or visit the chapter website to download an application at www.afpcentralillinois.org under "News."

Welcome New AFP Members
Robin Ballard



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

Susan Moore

Director
 The IAA Foundation
 1701 Towanda Avenue
 Bloomington, IL 61701
 Phone: (309) 557-2225
 smoore@ilfb.org

Curt A. LeRoy

Senior Major Gifts Officer
 OSF Saint Francis Medical Center
 530 NE Glen Oak Avenue
 Peoria, IL 61637
 Phone: (309) 566-5667
 curt.a.leroy@osfhealthcare.org

Please remember to bring your business card to chapter meetings to enter into the drawing for the Member Spotlight.

How The Media Can Impact Your Fundraising Efforts

Wednesday, April 8, The Salvation Army, Peoria
Registration at 11:30 a.m., Lunch at 11:45 a.m., Program 12:00 p.m.

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

\$15 per AFP member \$20 per guest Amount Enclosed \$ _____

To make your reservations for the April meeting, contact Stephanie Pickett at spickett@chail.org.

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

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

RESERVATIONS ARE DUE BY APRIL 3.

Member Spotlight: Kimberly Weeks
Public Relations/Development Assistant, TCRC



What are you responsible for at your organization?

My job changes focus from time to time, but currently I am spending most of my hours working hard on our capital campaign: working with the steering committee, organizing campaign events, and meeting with potential donors. I also plan our annual Charity Golf Classic, write grants, keep our website updated, help with the appeal letters, send press releases, and assist with agency events such as open houses, the annual Staff Appreciation Dinner, and the United Way campaign.

What impresses you the most about your organization?

Our staff! The staff members who work with our clients with very profound disabilities have a very difficult job. Yet they do an excellent job providing the quality care that these clients deserve. I'm proud to do my part by raising money for people with disabilities, but I know that the direct support staff are the ones who deserve ALL the kudos!

How did you get your start in fundraising?

I started out studying Theatre at Illinois State, but eventually realized that I wasn't so blessed with talent that anyone was ever going to actually pay me to be an actress. I then switched over to Public Relations, and three days after graduation I took a job with TCRC as a Public Relations/Development Assistant. I really enjoy development work and look forward to continuing in the field.

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

I've been involved since October of 2004. I love having the opportunity to connect with other fundraisers in the community! Many of us are the primary or even the only Development staff at our agency and networking with other AFP members is a great way to learn the "real" lessons of fundraising – what works in this area, the biggest challenges, etc. I also know that I am going to love the International Conference.

What is the best career advice you have ever received?

I saw this in a recent edition of Advancing Philanthropy magazine: "When the meek inherit the earth, who will do the fundraising?" I retyped it and hung it up in my office. I need reminders to be assertive.

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

My career is not yet five years old, so – many things! Briefly: obtain the CFRE credential, become a fundraising software guru, effectively use Web 2.0 to raise money, help Boards get in touch with their inner fundraisers, motivate teens and 20-somethings to find causes they care about and get involved! In a decade or so, I'd also love to be a mentor to those just getting into the profession of fundraising.

Describe your perfect day.

With a venti iced white chocolate mocha to fuel me, I secure a six-figure gift before lunch and the boss lets me take the rest of the day off. I have a celebratory lunch with coworkers and friends at Jonah's Seafood House, followed by an iced caramel macchiato. I do some shopping and socializing before meeting up with my husband and children at the Radis Rouge in Bloomington for some pecan crusted halibut. The rest of the evening I relax with my family and read a good book!

Central Illinois AFP has been named a 2008 Ten Star Chapter!

Every year, AFP, the largest association of professional fundraisers in the world, honors chapters for achieving goals that align with key objectives in its long-range strategic plan. Chapters receive the Ten Star Award for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy. Of the 200 chapters in AFP, 74 chapters received the Ten Star Award for 2008.

Ten Star Chapters are recognized at the AFP International Conference on Fundraising. Chapters also earn the privilege of displaying the Ten Star logo on their chapter page on their website, newsletters and stationary.

"Chapters that have earned the Ten Star status have shown their dedication to AFP and the promotion of ethical and effective fundraising," said Paulette V. Maehara, CFRE, CAE. "They serve as models for our other chapters, and I am pleased to honor their leaders and members for their tremendous work in advancing our strategic plan and educating the public about the importance of giving and volunteering."

Criteria for the award are determined by AFP International Headquarters. A list of several goals is published annually, and chapters must accomplish 10 of these goals during the year and submit a nomination form for verification to be honored.



JUNE 15-17, 2009

AFP Mid-America Conference

Cedar Rapids, Iowa Marriott

Hotel & Convention Center

For more information, go to:
www.afpmidamerica.org



An article written by Roger A. Meyer, CFRE, Senior Vice President of OSF

Healthcare Foundation, is being published in the March and April issues of Planned Giving TODAY.

Titled "Crossing the Finish Line: How to Bring Major Gifts Home," the article is published to provide a practical newsletter for gift planning professionals. For more information on Planned Giving TODAY, go to their website, www.pgtoday.com.



KEYNOTE SPEAKERS

Penelope Burk, JD

"Donor Centered™ Fundraising"

Martin Novom, CFRE

"The Fundraising Feasibility Study: It's Not About the Money"

Bill Sturtevant

"The Artful Journey: Cultivating and Soliciting The Major Gift"

AFP Member \$375 Non-Member \$475

Thank you to **Vikki Baptiste** for helping our chapter receive the "Friends of Diversity" designation for 2008!