



PHILANTHOPICS

Association of Fundraising Professionals

July 2009

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National Philanthropy Day Approaching Nominations Sought

Our chapter is celebrating its 26th National Philanthropy Day in November and is seeking 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.

Preliminary nomination forms will be available soon, with a mailing planned, and will also be available shortly on our chapter website at www.centralillinoisafp.org. **Preliminary nominations are due by August 7 and can be sent to Pat Poppe at ppoppe@ywcaclean.com.**

Special thanks to the Steering Committee, chaired by Rich Draeger. Members include: Kristen Berchtold, Jenna Ciccirelli, Emily Happach, Jeff Parmenter, Pat Poppe, Andrea Raycraft, Priscilla Slaughter, Shelly Smith, Jeff Parmenter, Kimberly Weeks, and Julie Witte. Please look for the preliminary nomination form and consider nominating a worthy individual, group or company.

Awards will be given in the following categories:

- Outstanding Philanthropist
- Lewis J. Burger Outstanding Volunteer Fundraiser
- Outstanding Philanthropic Corporation
- Outstanding Philanthropic Organization
- Outstanding Youth in Philanthropy, Ages 5-17
- Outstanding Youth in Philanthropy, Ages 18-23
- Ian T. Sturrock Outstanding Fundraising Executive



FRIENDS OF DIVERSITY
ASSOCIATION OF FUNDRAISING PROFESSIONALS 2007

**Central Illinois AFP is proud to present
Penelope Burk!**



Here is your opportunity to save hundreds of dollars to hear Penelope Burk. If you were to attend her seminar in Chicago, it would cost more than \$750 with hotel and travel; but you can take advantage of reduced rates thanks to our sponsors: the Community Foundation of Central Illinois, OSF Healthcare Foundation and the Central Illinois Chapter AFP.

Penelope Burke introduced the concept of donor-centered fundraising marking a moment of change for fundraising industry and the beginning of the donor-centered revolution. She is now the industry's foremost authority on fundraising research based on donor-centered principles. Penelope is a fundraising futurist, advocating innovative approaches to raising money while challenging long-standing but ineffective beliefs that limit success. The author of two best-selling books and more than fifty articles and seminars on fundraising, marketing, stewardship and not-for-profit management, Penelope is also a compelling and entertaining speaker.

Penelope will speak on the following two topics:

1. DONOR-CENTERED FUNDRAISING

Donor-Centered Fundraising is the breakthrough strategy that enhances donor loyalty and inspires more generous gifts. Based on years of research and testing with hundreds of charities and donors, Donor-Centered Fundraising is the only statistically-supported fundraising philosophy that brings donors and charities together to achieve measurable, long-term results. Donor-Centered Fundraising answers the age-old question, "*What do donors want?*", then articulates a practical strategy that satisfies donors' needs.

At the end of this seminar you will understand...

- the seriousness of donor attrition and how it relates directly to the high cost of raising money.
- how *Donor-Centered Fundraising* can raise much more money while retaining donors longer.
- the things donors are looking for from your organization before making a subsequent donation.
- how Leadership and Directors are critical to moving philanthropic operations towards a Donor-Centered Model and how those changes will positively impact fundraising revenue and ongoing donor relationships.
- issues surrounding implementation and how a donor-centered model can be introduced strategically and in concert with existing development programs.

2. COMMUNICATION IS THE ASK

As it gets harder to acquire more donors the sustained loyalty of your existing supporters becomes increasingly important. Intriguingly, donors themselves say that their decisions to give again and give more generously are influenced more by what not-for-profits tell them when they are not asking for money, than by solicitations. But, in a world where your donors are bombarded with everyone else's information, how can you grab their attention and be confident that they are hearing your message?

At the end of this seminar you will understand...

- practical advice on how to connect more effectively with donors in an age of information overload.
- the groundbreaking research on the causes of and remedies for high donor attrition.
- what donors need to know and how not-for-profits can become masters of their own messages.
- how donors are changing how they give, and why Donor-Centered Communication is your competitive advantage.
- why selling your brand only works once and how measurable results and news trump all other communications.
- why e-communication is so much more than just online giving; what donors want to see on your websites.
- how to pull it all together in a customer-service approach to donor communication.

Penelope Burk – Donor-Centered Fundraising and Communication is the Ask

Wednesday, August 12 - Illinois Central College, East Peoria, Illinois
 Registration: 9:30 a.m. Program: 10:00 a.m. – 3:00 p.m. (lunch is included)

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

EARLY BIRD RESERVATIONS ARE DUE BY July 31st (add \$15 after July 31st)

\$50 for Central IL Chapter AFP members \$55 for other AFP members
\$75 for non-members

To make your reservations, contact Stephanie Pickett at spickett@chail.org and
 send this form with a check marked "P. Burk" payable to:

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

EARLY BIRD RESERVATIONS ARE DUE BY July 31st. Regular reservations are due **by August 7th**.

Seating is limited so get your registration in early!

This program qualifies for CFRE credit!

This seminar is being brought to you at this incredible low rate due, in part, to the success of our **National Philanthropy Day** and the generosity of our underwriters: the Community Foundation of Central Illinois, OSF Healthcare Foundation and the Central Illinois Chapter AFP.



Fundraising Basics 101
Kimberly Weeks, Chair



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

Who Should Attend?

- New Development professionals
- Seasoned professionals interested in a “refresher”
- Anyone who recognizes that *one new idea* can result in thousands of dollars for their organization!

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@tcrcorg.com.

News on the Legislative Front
Roger Meyer, CFRE



Federal estate tax retained in 2010 budget, separate legislation still needed

The FY 2010 Budget Resolution adopted at the end of April calls for extending the federal estate tax into 2010. According to a press release issued April 29 by the Senate Budget Committee, the Budget Resolution “matches the President’s estate tax relief ...” Thus, in 2010 the estate tax exemption amount will be frozen at \$3.5 million for single taxpayers and \$7 million for married couples – the same rule that applies in 2009. In addition, the Obama Administration has called for indexing the exemption amounts for inflation beginning in 2010. Separate legislation is still necessary, however, to make the estate tax permanent.

Senate Finance Chairman Max Baucus (D-MT) said June 2 that despite a full legislative agenda for 2009, Senate tax writers will address the estate tax at some point this year. He said, “We have to.... I’m not going to let it be zero next year.” Under current law, the estate tax exemption amount is \$3.5 million for 2009 with a maximum tax rate of 45 percent, although in 2010 the estate tax would be repealed. Baucus introduced legislation (S.722) in March that would make the 2009 rates for the estate tax permanent and index the exemption levels going forward.

IRA Rollover legislation

While the budget resolution assumes that the IRA rollover and other charitable giving incentives will be extended through 2011, Congress must enact legislation and determine how to fund it. One such act, The Public Good IRA Rollover Act of 2009 (S.864/H.R.1250), would make the giving incentive permanent, remove the current dollar limit on donations per year and make all charities eligible to receive donations and provide IRA owners with a planned giving option starting at age 59½. There are currently 16 co-sponsors in the House and 11 in the Senate.

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 May.

Jenna Cicciarelli
Development Officer
Lakeview Museum
1125 W. Lake Avenue
Peoria, IL 61614
Phone: (309) 686-7000 Ext. 130
jenna@lakeview-museum.org

Nikki Cole
Vice President of Development
Lakeview Museum
1125 W. Lake Avenue
Peoria, IL 61614
Phone: 309 686-7000 Ext. 120
ncole@lakeview-museum.org

AFP members – please remember to bring your business card to the chapter meetings and enter into the drawing for a gift and to be featured in the Member Spotlight.

Member Spotlight: Vikki Baptiste
Development Specialist
Mid-Central Community Action, Inc.



What are you responsible for at Mid Central Community Action, Inc.?

According to my job description, my duties are fundraising, grant writing, events, marketing and PR. In real life, that means soliciting and recording donations, seeking, researching and applying for grants, organizing our Annual Awards Dinner and other fundraising and friend-raising events, creating and printing brochures for our many programs, printing business cards and “controlling” any media releases/posters/etc that go out under our Agency’s name. I also created our website, which I am responsible for maintaining. I am responsible for creating the Resource Development Plan and helping the Development Committee adhere to that plan.

What impresses you the most about Mid Central Community Action, Inc.?

The scope of our programs and the fact that we really can help to turn peoples lives around.

How did you get your start in fundraising?

In 1994, while I was living in Australia, I organized a fundraiser for the victims of the Rwandan Genocide. This huge concert and dance party was a great success so from that point on I considered myself a great fundraiser! It wasn’t until I actually had to do it to earn a living for myself that I realized that it wasn’t such a “feel good” job all the time, and you don’t get to hang out with famous people all the time!

What is the best thing about your job?

Meeting people at various booths and social service fairs. It gives me a chance to talk about our programs to both clients and potential donor/funders and I do love to talk about the many programs we provide!

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

I joined the AFP in 2005, and I love the fact that I have a huge circle of support – when you combine the knowledge of fellow AFP members from around the country with the local knowledge from our Central Illinois chapter members, you can find any answer you’re looking for.

What is the best career advice you have ever received?

When you ask for a donation and get a “No”, smile and say “thank you”, because it’s getting you one step closer to your next “yes”.

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

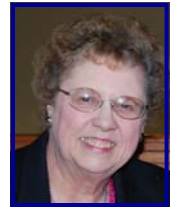
Become a CFRE

Describe your perfect day.

I wake up when I’m ready, rather than when my alarm clock says I should be waking up. My daughters (8 yr old Paris and 7 yr old Ciel) and I make breakfast together, pack a picnic, then head out for an outing. Of course, they would prefer a theme park, but my mind is on “nature’s theme park”, so we would drive to Moraine View State Park where we would spend the day walking, swimming, grilling and relaxing. At the end of the day, after I had tucked the girls into bed, I’d relax with a cup of tea and a movie that’s not rated “E for everyone” and is not animated. In reality, how I’d get through the day without touching a computer keyboard is a mystery!

Member Spotlight: Rosalie Park

Associate Director of Stewardship, Lutheran Hillside Village (LHV) Foundation



What are you responsible for at the LHV Foundation?

As with most development teams, there are many shared responsibilities; but my central areas of ministry are in the areas of staff benevolence, memorial contributions, liaison to the LHV covenant congregations and the Lutheran Women of Greater Peoria, and coordinating volunteer ministries. I assist Phil King, our director, with the major foundation campaigns and with individual deferred gifts. Phil in turn supports me in my primary areas of responsibility. It is truly a team ministry.

What impresses you most about Lutheran Hillside Village?

Our residents, their families, staff, covenant congregations, and volunteers. All aspects of the community life at LHV are well integrated. It is a holy and prayerful place to be about ministry. Each day I am touched in some way by the healing presence of God. One day it might be by a resident, another day by a staff member, and yet another day by a visitor; regardless of how it happens, each day is blessed.

How did you get your start in fundraising?

My original career was in public school education. I started out as a fourth grade teacher, later was the reading coordinator for a school district, and ended that part of my life as an assistant principal. When we moved to Peoria for my husband Paul's calling to health care ministry, I was blessed by Dorothy Johnson who was at the time Director of the Central Illinois Office of Lutheran Social Services of Illinois (LSSI). Dorothy believed that with my background in education that I had the right people and administrative skills to begin a new career in development. I was mentored by her until her retirement in 1995, and then was delighted to serve as associate director with John Califf until I came to LHV in 2000. It is hard to believe that I have now been in my second career longer than my first career in education.

What is the best thing about your position?

The donors!! Their commitment to those who call LHV home is inspiring. Each day brings a new story of the grace of God in the lives of those who live at and support the ministry of LHV.

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

I have now been involved with AFP for more than twenty years. It is always a joy to learn new skills, or to be affirmed in others. I also enjoy the networking, and the opportunity to continue to grow in this ever changing field of fundraising.

What is the best career advice you have ever received?

Never forget to ask!! Interestingly enough it was at a Realtors' Convention I attended with my father. One of the presenters shared that 80% of buyers do not buy a house until the fourth time they are asked. He then shared that 80% of realtors stop asking after the third time. Thus 20% of the realtors were getting 80% of the business. Even though the seminar was at a realtor's convention, I have found the maxim to be true in fundraising as well. Never forget to ask!!

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

I have been blessed in both of my careers. In my college days I would have never guessed that I would be both an assistant principal and the associate director of a foundation. My current goals are not for myself, but for our shared ministry here at LHV. I hope that before I retire our endowment here at LHV will once again double as it has during our most recent campaign – Thanks for Today! Hope for Tomorrow!

Describe your perfect day.

The perfect day at work is of course receiving that generous very unexpected gift. The perfect day outside of work is a bicycle ride and picnic with my husband.