



# The Campaigner

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## Letter from the President



Doug Hartjes,  
CFRE

It's hard to believe that summer is almost upon us!

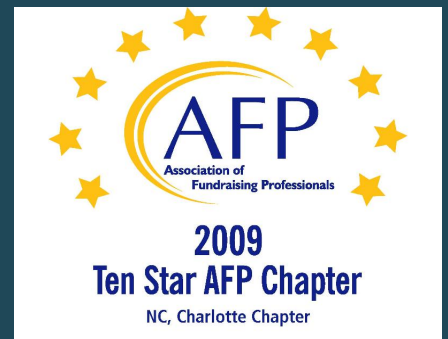
Summer is when many of us take the opportunity to refresh our batteries with a few days off. But summer is also a good time to refresh your "development batteries" as well!

While your AFP Charlotte Chapter will not hold a monthly lunch program in June, July or August, we do still have a number of fantastic educational opportunities for you this summer to help you learn and grow professionally:

- June 9 Webinar: 50 asks in 50 Weeks
- July 14 Webinar: Legacy Building Blocks: A Simple Approach to Attracting Long-Term Support
- August 10-11: CFRE Review Course
- August 10-11: Fundamentals of Fundraising Course
- August 12: NC Philanthropy Conference, Concord NC

For more information on the [webinars, click here](#). For information on the Conference and Pre-Conference courses, [click here](#).

Whether you are staying close by or venturing far from home this summer,



we hope you return refreshed and ready for a great fundraising fall. Go ahead and mark your calendar for the next monthly program on September 15. Safe travels!

Doug Hartjes, CFRE  
President, AFP Charlotte

## National Philanthropy Day

**Nominations Being Accepted**



### **National Philanthropy Day®**

The Charlotte Chapter of the Association of Fundraising Professionals (AFP) announces it is now accepting nominations for the 2010 National Philanthropy Day awards, which will take place on **Wednesday, November 10, 2010** from 11:15 a.m. to 1:00 p.m. at The Ritz-Carlton in uptown Charlotte. The ceremony will honor community members who change the world with a giving heart.

**Awards are to be given in ten categories** including Outstanding Philanthropic Small Business, Outstanding Philanthropic Organization, Outstanding Philanthropist, Outstanding Legacy, Outstanding Volunteer Fundraiser, Outstanding Emerging Philanthropist, Outstanding Student Philanthropy, and Outstanding Professional Fundraising Executive, and Outstanding Champion of Diversity.

**Nominations must be received by Wednesday, June 23, 2010 to be included for consideration.**

[Download Nomination Form](#)

[Online Nominations](#) (part one)

[Sponsorship Information](#)

For more information or questions, contact [Sharon Harrington](#).

## Board Member Profile

**Armen Boyajian**



**Upcoming Meetings: For more information on these and other programs, click**

WEBINAR: 50 Asks In 50 Days:  
June 9, 2010

WEBINAR: Legacy Building Blocks:  
A Simple Approach To Attracting  
Long Term Support: July 14, 2010

[CFRE Review Course OR  
Fundamentals of Fundraising](#) (Pre-  
Conference Courses): August 10-  
11, 2010

[AFP North Carolina Philanthropy  
Conference](#) August 12th

### **2010 Board**

#### **President**

Doug Hartjes, CFRE  
Chief Philanthropy Officer, Crisis  
Assistance Ministry

#### **President-Elect**

Amy Tribble  
Director of Development, Council  
for Children's Rights

#### **VP, Outreach/Diversity**

Jenni Gaisbauer, CFRE  
Senior VP of Development,  
Levine Museum of the New  
South

#### **VP, Membership**

Michelle Hamilton, CFRE  
Development Officer, Crisis  
Assistance Ministry

#### **VP, External Relations**

Armen S. Boyajian  
Director of Leadership Giving,



[Armen Boyajian](#) is AFP Charlotte's Vice President of Marketing & Communications. He is also Director of Leadership Giving at the Catholic Diocese of Charlotte. Originally from Binghamton, NY, Armen has lived down South since 1993 and lived in Augusta, GA for 14 years prior to moving to Charlotte in

January 2008, when he came to the Diocese to work for Jim Kelley. While this is Armen's first diocesan development position, he has been in the field for 30 years, having worked for Boys & Girls Clubs (Augusta and Washington, DC), the National Center for Nonprofit Boards (now BoardSource) and Golden Harvest Food Bank (Augusta, GA) among others. Armen is past President of AFP/Greater Augusta Chapter, and was named the Outstanding Fundraising Professional in 2006.

Armen has his MA in Public Policy Analysis & Administration from Binghamton University and his BA in Political Science from the University of Rochester. He thought he would become a lawyer after Rochester, but received a fellowship at Binghamton to study public policy, initially under the assumption that after grad school he would work for a firm like Brookings or the Urban Institute.

But instead he transitioned to the nonprofit sector in 1978 as the first Director of Development for Boys & Girls Clubs of Greater Washington. There he was able to increase the organization's annual funding from less than \$200,000 to more than \$1.2 million. Armen's first mentor was the CEO of that Boys & Girls Club, a fellow Armenian named Archie Avedisian, who taught Armen invaluable lessons about working with high-powered board members and solicit successfully. Jim Kelley is another mentor, and Armen feels that education should be a lifelong endeavor.

Armen is also a jazz violinist and pianist and he has a group called **Air Apparent**. This group was actually founded in 1978 in Washington, DC, and was the incubator for such musicians as Frank Kimbrough (Maria Schneider Orchestra), Ed Howard (bassist for Roy Haynes, Steve Wilson and many others) and Steve Williams (Shirley Horn's drummer for 25+ years). Jazz is his passion and see [www.airapparentjazz.com](http://www.airapparentjazz.com) for more on that. Armen has two children, Brian (24) and Kelsey (17) and is married to the former Mary Wise of Tampa, FL.

## 2011-2013 AFP Charlotte Board

### Call for Nominations

AFP Charlotte seeks to assemble a diverse board that is representative of the Charlotte philanthropic community. Special consideration is given to candidates who have obtained the CFRE designation or have volunteered on an AFP committee. AFP members are encouraged to self nominate. Candidate's resume should be included as well.

Other than general contact information, you will be asked:

- 1) Is board candidate an AFP member?
- 2) Has the candidate served on an AFP committee?

### Catholic Diocese of Charlotte

#### VP, Professional Advancement

Todd W. Hartung, Jr.  
Associate VP Alumni Programs  
& Annual Giving, Queens  
University of Charlotte

#### Secretary

Jamie Hayes, CFRE  
Director of Development,  
Presbyterian Hospital Foundation

#### Treasurer

Jennifer Sheely  
Vice President of Development,  
Holy Angels Foundation, Inc.

#### Past President

Beth Fischer, JD, CFRE  
Director of Principal Gifts, UNC  
Charlotte

#### Programs

Tamara Brainerd, CFRE  
Vice President, Operations,  
Junior Achievement of  
Central Carolinas

#### Mentoring

Linda Breen  
Director of Philanthropy, College  
of Education, UNC Charlotte

#### National Philanthropy Day Chair

Sharon Harrington, JD  
Director of Development, College  
of Liberal Arts & Sciences, UNC  
Charlotte

#### NC Philanthropy Conference Chair

Shannon Hinson  
Director of Individual Giving,  
Thompson Child & Family Focus

#### Senior Forum

Patton McDowell  
Patton McDowell & Associates,  
LLC

#### Diversity

Kishshana Palmer Teele,  
Managing Partner, Infinite  
Solutions Group

#### Scholarships

Kelly Lynn  
Director of Development &  
Community Engagement,  
Charlotte Emergency Housing

#### At-Large

Katie Benston

3) What is their area of interest in serving on the board?

Complete a simple online nomination form by clicking [here](#), or visit our website [www.afp-charlotte.org](http://www.afp-charlotte.org) and click on BOARD NOMINATION tab. **All nominations must be received by 5:00 pm on June 30, 2010 in order to be considered.**

Questions: Contact [Beth Fischer](#), JD, CFRE

## NC Philanthropy Conference

**August 12, 2010 - Early Bird Registration Open**



**Simone Joyaux**

Thursday August 12 -- AFP State Philanthropy Conference, Embassy Suites Concord: The 6th annual NC Philanthropy Conference returns to Charlotte August 12th at the Embassy Suites in Concord! This year's conference features a keynote speech by Simone P. Joyaux, ACFRE, recognized internationally as one of the nonprofit sector's most inspirational, thoughtful, and provocative leaders. Simone and husband Tom Ahern (also known nationally in his own right as a leading authority on donor communications) will

present master classes for an additional fee.

Choose from four additional breakout sessions on topics ranging from annual giving to "making the ask" to social media trends and much more. There will also be a networking luncheon and an impressive offering of Resource Partner exhibits. See <http://www.ncphilanthropyconference.org>

**Early bird savings available until July 9th at a rate of just \$119 for AFP members.** Secure your spot now!

[REGISTRATION LINK](#)

## New Members

**Welcome to our newest members:**

AFP-Charlotte welcomes the following new members:

**Shannon McKnight**

**Karen Marie Parker Thompson**, Co-Director, Domestic Violence, United Family Services

**Lisa Simon**, Director of Development, Down Syndrome Association of Charlotte

For more info about AFP membership please contact **Michelle Hamilton**, 704-227-2795 [mhamilton@crisisassistance.org](mailto:mhamilton@crisisassistance.org)

Director of Annual Support,  
Hospice & Palliative Care  
Charlotte Region

**Chapter Administrator**  
Sharon A. Tripp

## From AFP International



The AFP

Resource Center maintains a number of topical research and knowledge blogs to assist, guide, and inform both members and non-members interested in the world of fundraising. These blogs are updated daily, and you can leave comments on what you read.

[Read More](#)

**Got News?** We'd like to feature news about our members in 2010, so if you have articles of interest, please pass them along to us.

[Armen S. Boyajian](#)  
VP, External Relations  
AFP Charlotte Board

**Many AFP members enjoy the benefit of their employers paying their membership dues.**

**In these tight times many organizations are trimming their budgets wherever possible (including perhaps your membership dues).**

**Consider the following:**

- If your employer has cut membership dues from its budget, consider paying yourself - AFP now offers

## 2010 Mentoring Class Graduates

The mentoring program graduated the Class of 2010 on May 19, 2010. We recognize the achievements of program graduates **Lena Brennan, Vanessa Garcia, Susan Perry Yarber, Karen Brodsky, Julie Jahn, Anne Pfeiffer, and Leslie Quinlivan** in conjunction with the 25th anniversary of AFP Charlotte and the 50th anniversary of AFP International. With the graduation of these seven members, the program will have graduated a total of 52 mentees over the past three years.

Special thanks to mentors that participated this year -- **Kishshana Teele, Amy Tribble, Lori Avery, Ben Mohler, Jim Kelley, Michael Rose, and Vanessa Stolen**. They will also receive CFRE credit for their participation.

Additionally AFP Charlotte would like to thank **Linda Breen**, the Mentoring Committee Chair and the Director of Development for the College of Education at UNC Charlotte. Breen was instrumental in reviving the mentoring program and she plans to step down from this volunteer leadership position this year.



AFP Charlotte Chapter members currently employed in fundraising positions interested in participating as either a mentor or mentee will have the opportunity to apply for the 2011 program in July 2010. Questions prior to that time may be directed to [Benjamin T. Mohler, CFRE](#) or (704) 687-7213.

## AFP New Membership Discount Coupon

In honor of AFP's 50th Anniversary, AFP International Headquarters will offer a \$50 discount coupon in the month of June for **new** Active or Associate members. AFP will also continue to offer the two-year "Pay in Advance" \$60 discount for renewing Active and Associate members.



For more information, visit [www.afpnet.org](http://www.afpnet.org).

## Celebrating Our History

### 50th Anniversary



**1960 - NATIONAL** - Discussions among Benjamin Sklar of Brandeis, William Simms of National Urban League, and Harry Rosen of Federation of Jewish Philanthropies lead to establishment of National Society of Fund Raisers (NSFR).

**1970s - NATIONAL** - Both the American political landscape and NSFR experience the turbulence of the

an installment plan with six payments.

- Consider approaching your employer regarding a shared payment arrangement.

times. Many outstanding programs that are now hallmarks of NSFRE came to fruition but the fledgling organization was also beset by financial problems due to its start-up costs. Thanks to a succession of strong volunteer leaders, NSFRE was on solid financial ground by the end of the 1970s.

**1980s - NATIONAL** - NSFRE's third decade was marked by impressive growth and an increasing sense of professionalism. During the 1980s the Society focused on the legislative and public affairs arena

**1984 - LOCAL** - The Charlotte Metrolina Development Agency was launched as a predecessor of the Charlotte NSFRE/AFP Chapter.

**1988 - LOCAL** - The Charlotte Metrolina Development Agency held its first workshop, has 25 members

**1990s - NATIONAL** - Unprecedented growth for both the fund raising profession and NSFRE. Charitable giving rose dramatically, and giving by world-famous personalities put philanthropy in the public spotlight. Fund raising and the nonprofit profession become a critical part of the economy.

**1990 - LOCAL** - The Charlotte NSFRE chapter holds its first CFRE training, Charlotte NSFRE chapters has its first annual board retreat

**1992 - LOCAL** - The Charlotte NSFRE chapter launches a mentoring program

**1993 - LOCAL** - The Charlotte NSFRE executive referral service starts

**2000s -- NATIONAL** - Just as the fund raising profession was becoming an important part of the economy and society, NSFRE was becoming a critical element in and advocate for philanthropy and charitable giving. The new millennium created opportunities for the association to realize its full potential. It would all begin in January 2001 with a new name, the Association of Fund Raising Professionals.

**2010 - LOCAL** - Charlotte AFP has 250 members

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## Community Education Grants

### Applications Being Accepted

The US Airways Education Foundation is seeking 2010 grant applicants for its Community Education Grant Program. The Education Foundation will award grants of \$10,000 to nonprofit organizations located in the airline's hub cities of Charlotte, Philadelphia and Phoenix. Eligibility includes educational programs that respond to the needs of disadvantaged or disabled children, teach or enhance social responsibility and/or enhance academic achievement for children age 18 or younger. Interested nonprofit organizations should visit [www.usairways.com/corporategiving](http://www.usairways.com/corporategiving) and click Submit a 2010 Education Foundation Grant Application, under the US Airways Education Foundation section. Faxed, emailed or mailed applications will not be accepted.

**The application deadline is Thursday, July 1, 2010.** For

questions, please contact [danielle.airey@usairways.com](mailto:danielle.airey@usairways.com) or call 480-693-5737.

## Social Media

**AFP Charlotte has joined the world of social media!**

### TWITTER

- If you/your organization is on Twitter, please follow us: **AFPCharlotte**
- Our chapter Twitter account has lists you can follow, including Members, Charlotte Nonprofits, Other AFP Chapters, Fundraising Resources, Media, and Chapter Friends.
- During Meetings, tweet (and follow along) using hashtag: **#afpchl**

### FACEBOOK

- Fan/Like us at **AFP Charlotte**
- We are creating a directory of Charlotte non-profits' Facebook pages. This list will be available on our website. To be included, please send your organization's name (as it is on Facebook) to [Katie Benston](#).

**Please send any feedback or suggestions via Twitter, Facebook, or via e-mail to [Katie Benston](#).**

## Our Mission

The Charlotte Chapter is a member-focused professional organization that advances philanthropy by promoting effective and ethical fundraising.

We accomplish this through education and training, promoting credentialing, providing resources, networking, mentoring, advocacy and recognition.

Email Marketing by

