



# AFP Charlotte The Campaigner

The LATEST NEWS FROM AFP-CHARLOTTE  
[www.afp-charlotte.org](http://www.afp-charlotte.org)

August 2009



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## Other Upcoming Events

**NC Planned Giving  
Council - John Brown  
Coming To Greensboro  
September 2, 2009  
*Zen and the Art of  
Solicitation: Enhancing  
Your Skills During These  
Difficult Times***

[More Information](#)

**AFP Charlotte  
Upcoming Meetings and  
Events**

## → AFP Charlotte Announces 2009 National Philanthropy Day Award Honorees

AFP Charlotte's NPD awards recognize and pay tribute to the great contributions that philanthropy-and those people active in the philanthropic community-have made to our lives, our communities, and our world.

This year's honorees are:

- Outstanding Champion of Diversity- Deborah Whitfield
- Outstanding Philanthropist-Nick Goudes
- Outstanding Emerging Philanthropist-Marc Gustafson
- Outstanding Philanthropic Small Business-Merriman Schmitt Architects
- Outstanding Legacy- Mr. and Mrs. Matthew Barber
- Outstanding Student Philanthropy-Johnson & Wales Student Alumni Association
- Outstanding Philanthropic Organization-Women's Impact Fund
- Outstanding Volunteer Fundraiser-Elaine Lyerly
- Outstanding Professional Fundraising Executive-EJ Underwood

The Levines will serve as honorary chairs for the 18th Annual National Philanthropy Day Awards luncheon to be held on **Wednesday, November 18, 2009** from 11:15am - 1:00pm at the Charlotte Convention Center - Ballroom A. Table sponsorships cost \$350 (table of eight) and individual tickets are \$40/person.

August 10-11, 2009  
CFRE Review Course,  
Greensboro

August 10-11, 2009  
First Course in Fundraising,  
Greensboro

August 12, 2009  
NC Philanthropy  
Conference - Greensboro

August 24, 2009  
Major Gifts Affinity Group

September 16, 2009  
Transparency &  
Accountability in the  
Nonprofit Sector

October 21, 2009  
Women In Philanthropy

November 18, 2009  
National Philanthropy Day  
Celebration

December 9, 2009  
Audio/Webconference:  
How to Have  
Conversations with Donors  
About Planned Gifts

## AFP Charlotte Chapter Executive Referral Service



AFP-  
Charlotte offers two levels of  
executive referral service:

Position announcement  
emailed to AFP-Charlotte  
email list and posted on

Please contact [Tiffany Hilson](mailto:Tiffany.Hilson@urbanleaguecc.org) at 704.373.2256 ext. 205 or [thilson@urbanleaguecc.org](mailto:thilson@urbanleaguecc.org) to purchase tickets or for more information.

## → Mentoring Program 2009/2010

### Applications Now Being Accepted -Deadline September 1st

AFP Charlotte's Mentoring Program is an excellent resource for new and experienced development professionals that enhances and broadens the professional's knowledge, skills set and success in the field of philanthropy.

**Categories for Mentor/Mentee** (Mentors and Mentees must be members of AFP Charlotte and an active professional development officer):

Mentee - 1 - 3 years

Advanced Mentee 3 - 5 years

Mentor - 5 + years

Advanced Mentor -5 + years and CFRE

**Benefit:** participating Mentors receive 10 points towards CFRE designation or CFRE recertification

For more information about the program and for applications, click [HERE](#). You may also contact [Linda Breen](#) if you have questions.

## → Scholarship Recipients

I would like to take a moment to thank you for awarding me scholarships for First Course and the Conference in August. Due to budget cuts I would have been unable to attend if it were not for these funds. I am very excited about these events and I'm sure I will gain much needed and valuable information. Thanks again for your support and for being such a great organization.

*Mike Blackwelder*

Thank you for providing an AFP membership scholarship. Membership will enhance my career path in development and enable me to perform in a capacity that will benefit our organization. The challenge faced by our organization, in today's economic downturn, has had an impact on some training opportunities and this scholarship will prove very beneficial. *Blanche Evans*

## → Member Profile

website.

Position announcement posted on AFP-Charlotte web site only

Job postings will be removed from the web site after being posted for 60 days.

[For More Information and to view available positions](#)



### 2009 Board Members

#### PRESIDENT

[Beth Fischer, JD, CFRE](#)  
*Director of Development  
Belk College of Business,  
UNC Charlotte*

#### PRESIDENT-ELECT

[Doug Hartjes, CFRE](#)  
*Development Officer  
Crisis Assistance Ministry*

#### SECRETARY

[Jenni Gaisbauer, CFRE](#)  
*Senior Vice President of  
Development  
Levine Museum of the New  
South*

#### TREASURER

[Jennifer Sheely](#)  
*Vice President of  
Development  
Holy Angels Foundation, Inc.*

#### PAST PRESIDENT

[Nancy McEneny, CFRE](#)



**Mary Ciminelli** was one of the original founders of the first fundraising society in Charlotte, NC in the mid 1980s. This group later joined with the National Society of Fundraising Executives (NSFRE) and then became the Association of Fundraising Professionals (AFP). Mary has enjoyed an active fundraising and marketing career that has spanned more than 25 years. She began her career at WTVI in 1983 back when the fundraising

professional was "jack of all trades."

Mary left WTVI in 1995 to start a consulting firm; Ciminelli & Associates, specializing in Annual Funds. Today, she serves as Director of Development for Florence Crittenton, an agency that was a client of hers at Ciminelli & Associates, and one whose mission she is very passionate about. Mary devotes much time to community service. She has served on the boards for the following organizations: A Child's Place, Friendship Trays, March of Dimes, Matthews Parks & Recreation, and the Matthews Arts Advisory. Today she is active in the Charlotte Rotary and the Matthews Women's Club.

### → AFP Members - Share Your Success

Changed jobs recently? Accepted a new challenge? Received an accolade for your work and accomplishments? Let your colleagues and AFP know!

Simply send your current AND new job information (including city and state/province), or information about your recognition, to [ewire@afpnet.org](mailto:ewire@afpnet.org). Please include the words "member motion" in the subject line.

AND, let us advertise this news locally - email [Armen Boyajian](mailto:Armen.Boyajian), Marketing and Communications Chair, AFP Charlotte.

### → CFRE Study Group

Kathy Larsen will be organizing a CFRE study group this Fall.

Please [contact Kathy](#) if you are interested in learning more or would like to participate.

### → AFP Charlotte Graduates Mentee Class of 2009

By Ben Mohler

*Director of Community Affairs  
& Development  
LifeSpan*

MARKETING/COMMUNICATIONS  
Armen S. Boyajian  
*Director of Leadership Giving  
Catholic Diocese of Charlotte*

MENTORING  
Linda Breen  
*Director of Philanthropy  
College of Education  
UNC Charlotte*

MEMBERSHIP  
Michelle Hamilton, CFRE  
*Development Officer  
Crisis Assistance Ministry*

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

NATIONAL PHILANTHROPY DAY  
Tiffany M. Hilson  
*Vice President - Development  
& Communications  
Urban League of Central  
Carolinas*

EDUCATION, ETHICS & YOUTH  
IN PHILANTHROPY  
Shannon Hinson  
*Director of Annual Fund  
Thompson Child & Family  
Focus*

SENIOR FORUM  
Patton McDowell  
*Consultant  
Patton McDowell &  
Associates, LLC*

DIVERSITY  
Kishshana Palmer Teele  
*Chief Development Officer  
Big Brothers Big Sisters of  
Greater Charlotte*

SCHOLARSHIPS  
Amy Tribble  
*Director of Development  
Council for Children's Rights*

EVERY MEMBER CAMPAIGN

The AFP Charlotte Mentoring Committee thanks all the participants in the 2008-2009 mentoring program. This includes this year's mentors for their leadership and gift of time as they invested in the professional lives of newcomers to the field of professional fundraising. We extend our gratitude to **Chris McLeod, J.D.**, Vice President for The Greater Charlotte Cultural Trust, **Patton McDowell** of Patton McDowell &



Associates, and **Stacie Young**, Director of Annual Giving at UNC Charlotte. These volunteer presenters shared their professional experiences in special group skill sessions. Finally, the committee congratulates all the mentees that successfully completed the 2008-2009 program.

Mentees were formally recognized on May 20, 2009 at the monthly AFP Charlotte Chapter meeting.

**Linda Breen** convened the mentoring program graduation ceremony. Breen is the Director of Development for the College of Education at UNC Charlotte, member of the AFP Charlotte chapter board, and the current chair of the AFP Charlotte Mentoring Committee. In her address, Breen overviewed the specific contributions made by mentors, mentees, skill session presenters, and thanked members of the mentoring committee.

**Benjamin Mohler, CFRE**, Director of Development for The William States Lee College of Engineering at UNC Charlotte, current member of the AFP Charlotte Mentoring Committee and the International Development Committee for AFP International, formally recognized each of the mentees and presented each with individual certificates of completion and an AFP pin.

**Amy Tribble**, Director of Development at the Council for Children's Rights spoke on behalf of the 2008-2009 mentoring cohort. Tribble is also a member of the AFP Charlotte chapter board and the current chair of the Scholarship Committee. In her address, Tribble challenged seasoned fundraising professionals to consider participating in the program. In her appeal, she offered a mnemonic device:

**M**, it matters to the future of our profession  
**E**, it is not an **ego** trip but an act of shared encouragement between you and your mentee  
**N**, it keeps you nimble  
**T**, it tests what you know - or think you know  
**O**, it is an **other-directed** activity  
**R**, the **reward** is larger than you can imagine

The program concluded with remarks from **Michael Blackwelder**, Development Director for the Boys and Girls Club of Cabarrus County and 2008-2009 mentee. Blackwelder spoke about his experience working with his mentor, **Mary Ciminelli** of Florence Crittenton Services. He credited her for always willing to help by way of "a quick call or email, or longer discussion over coffee." Blackwelder cited that the

Armen S. Boyajian  
Director of Leadership Giving  
Catholic Diocese of Charlotte

Sharon Tripp  
Chapter Administrator

## Walk-In Policy

Just a friendly reminder that if you plan on attending our monthly luncheons, please make every effort to register online at [www.afp-charlotte.org](http://www.afp-charlotte.org). This allows the Chapter to plan the luncheons in the most efficient and inexpensive way possible.

## → Stay Tuned...

AFP Charlotte's e-newsletter **The Campaigner** is your resource for the latest news. Forward to a friend & spread the word about our great organization. Got News? [Email US](#)

mentoring program taught him "how important it is to have professional relationships so that we can continue to learn from each other regardless of where we are in our careers."

AFP Charlotte chapter members interested in participating as either a mentor or mentee can now apply for the 2009-2010 program in August 2009. Applications are available [here](#). Questions may be directed to [Linda Breen](#) or (704) 687-8489.

## → August Major Gifts Affinity Group

**August 24, 2009**  
**9:00 - 10:30 a.m.**

**Roman Catholic Diocese - Charlotte**

Do you spend at least 50% of your time raising gifts of \$5,000 or more? Ever have ideas or questions you want to bounce off other colleagues?

An affinity group has formed for major gifts officers to discuss best practices, strategies and ideas around key topics. The objective for the group is to act as a sounding board for each other on ideas such as: identifying prospects, utilizing your board/volunteers effectively, repairing relationships, etc.

Register [HERE](#)

## → Information Sharing From AFP International

### How NOT to Get Results With a Fundraising

In his book, *How to Write Successful Fundraising Letters*, direct mail veteran Mal Warwick describes the common errors in writing fundraising letters and explains how to avoid them. [Read More](#)

### Writing Effective Newsletters, Online and Off

June 16, 2009) Award-winning journalist and communications trainer **Tom Ahern** answers some of the most common questions he hears about nonprofit newsletters-about how they are sent and what makes people want to read them in the first place. [Read More](#)

### Take the "Numb" Out of Numbers

Fundraisers work with numbers every day, and often are faced with the task of turning cold numbers into a lively call to action for donors. Learn how to help your audience understand new, difficult or complicated information through the power of metaphor. [Read More](#)

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