



# AFP Charlotte The Campaigner

The LATEST NEWS FROM AFP-CHARLOTTE

[www.afp-charlotte.org](http://www.afp-charlotte.org)

May 2009



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## AFP Charlotte Upcoming Meetings and Events

May 11, 2009

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May 20, 2009

[Individual Giving in a  
Challenging Economy](#)

June 10, 2009

[Audio/Web Conference:  
Evaluating Your Development  
Program](#)

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Events](#)

**Save the Date:**  
2009 National Philanthropy  
Day  
has been set for  
November 18th

## → May 2009 Luncheon Meeting

**May 20, 2009**

**Individual Giving in a Challenging Economy: Exploring  
Trends & Developing Strategies**

11:15 Networking & Lunch

Crowne Plaza Hotel

**Speaker: Karla Williams, ACFRE**

### **Extended Program**

*Part I: 12:15 - 1:00pm*

*Part II: 1:15 - 2:00pm*

*(Additional \$10 fee for Part II - Members Free!)*

**Annual Giving Topics with Karla Williams, ACFRE**

**COST: AFP Members \$22.00 Guests \$30.00**

### **Part I: What's Happening With Individual Giving?**

-Recent individual giving trends and how the economy has impacted gifts

-Why some organizations are raising more and some less during the recession.

### **Part II: Let's Get To Work!**

-Planning donor segmentation

-Constituent analysis

-What to expect over the next 5 years from a new generation of donors

**Karla A. Williams, MA, ACFRE** is recognized as a national leader in the philanthropic field, an innovator of organizational development models, originator of the philanthropic culture concept, and an advocate for donor-focused practices. She is principal of THE WILLIAMS GROUP, a North Carolina firm that serves clients across the country who want to enhance and expand their philanthropic efforts.

Most of her professional work is in the classroom, giving presentations or writing about development trends and issues. She serves as lead faculty for The Fund Raising School at IUPUI/Center on Philanthropy; as core faculty in St. Mary's University master's program in Philanthropy and Development; as adjunct faculty in the Center for

## Other Upcoming Events

### Leave A Legacy Charlotte

May 13, 2009

### Planned Giving for the Faith Community

[More Information](#)

### Philanthropy Journal

#### Webinar:

May 14, 2009

### More than pretty pictures: How to craft your fundraising message

[More information](#)

### AFP South Carolina Low Country Chapter:

June 22, 2009

Charleston, SC

### Summer Institute

[More information](#)

## 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](#)

*Director of Community Affairs  
& Development  
LifeSpan*

Business Excellence at the University of St. Thomas in Minnesota; and is a member of the AFP Faculty Academy and Master Trainer.

She has an M.A. of Philanthropy and Development from St. Mary's University of Minnesota.

## REGISTER TODAY

## → Every Member Campaign

Dear AFP Members,

Later this year, you will be receiving a telephone solicitation from AFP International for the 2009 Every Member Campaign (EMC). I hope that you will join with me and **100% of the AFP Charlotte Board of Directors** to support our international organization in this worthy endeavor. We would love to make the name of the campaign - every member - a reality.

Your support not only helps AFP International, it helps our chapter underwrite important initiatives like the Chamberlain Scholarship, which provides financial assistance for a member to attend the AFP International Conference.

We take pride in the fact that AFP Charlotte is increasingly becoming recognized, not only as the "go to" source to help those in development work smarter, but also by the larger community.

It's easy to contribute - click [here](#) to quickly fill out your form.

**Make sure you designate your gift in support of the Every Member Campaign.** Thanks in advance for your support, and as always, if you have any questions, contact me at 704-370-3371 or via [email](#).

Armen S. Boyajian  
Chair, Every Member Campaign

## → Our Newest CFRE

Another Charlotte chapter member has recently achieved their CFRE status - **Katherine Lambert, Executive Vice President, Girl Scouts, Hornets' Nest Council.**



Katherine tell us that "For me, the CFRE certification was important to providing additional credibility as a professional in our field. It was the logical next step in my career as a development professional."

## MARKETING/COMMUNICATIONS

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

## MENTORING

Linda Breen  
*Director of Development  
UNC-Charlotte, Office of  
University Development*

## MEMBERSHIP

Michelle Hamilton, CFRE  
*Consultant*

## 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

Sharon Tripp  
*Chapter Administrator*

→ **2009 Executive**

Congratulations Katherine!

## → Serving On A Committee

The following committee is seeking members. Please contact committee chair if you are interested:

### National Philanthropy Day:

Annually, AFP-Charlotte hosts a National Philanthropy Day (NPD) luncheon to highlight local individuals and organizations for their commitment to community and philanthropic endeavors. This year, the 2009 NPD recipients will be honored at a special breakfast held in November. Nomination information and additional event details will be posted in May. If you are interested in joining the NPD committee, please contact [Tiffany Hilson](#), our National Philanthropy Day Chair.



## → Facing the Financial Crisis: 10 Smart Things Your Board Can Do Now

How nonprofit leaders and board members react to the economic crisis can go a long way toward calming fears and ensuring that our nonprofits remain solvent in this difficult environment.

The organization BoardSource offers 10 things you can do now to address the financial crisis. Read [more](#).

## → Major Gifts Affinity Group

**May 11, 2009**  
**9:30 - 10:30am**  
Charlotte Catholic Diocese  
LIMITED Seating Available

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.

## Committee



### 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  
Director of  
Community

Affairs & Development,  
LifeSpan

## 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.

## REGISTER TODAY

### → News from AFP International - Members Only

**FROM AFP International** - Here's some great information for AFP Members!

The 2008 **Compensation & Benefits Study** is now available. Log in to the [Member Gateway](#) and select the study.

Visit the new **AFP Bookstore**. Get your [member discount](#)



AFP is seeking nominations of qualified candidates to serve on its **2010 Board of Directors** as a District Director or as an At-large Director. Click [here](#)

**A Direct Path to New Business Opportunities**  
[Charter Business Memberships](#) Now Available!

### → NC Philanthropy Conference

## August 12, 2009

Koury Convention Center - Greensboro, NC

Opening Plenary Session Speaker: **Kim Klein**, Author of 4 books including the classic *Fundraising for Social Change*

Luncheon Keynote Speaker: **Viken Mikaelian**, President of VirtualGiving and Co-Founder of The Planned Giving Company

Use the conference as a way of promoting your organization:

- [Sponsorship Opportunities](#)
- [Sponsorship Application](#)
- [Exhibitor Application](#)

### → 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](#)

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