



# The Campaigner

MAY 2011



The Association of Fundraising Professionals Charlotte Chapter provides its members opportunities to advance philanthropy by becoming effective and ethical fundraisers.

Professional - Inclusive - Innovative  
Engaging - Fun - Collaborative

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## NC Philanthropy Conference

August 11, 2011 Research Triangle Park



**Early Bird Registration is Open!!** [Registration Link](#)

The 7th annual conference offers a quality continuing education opportunity for development professionals - including non-profit executive directors, development officers, marketing and communication managers, support staff, and volunteer leaders - to expand their fundraising knowledge, learn new skills they can apply in their organizations, and network with peers and industry leaders to share ideas, information and solutions. We expect 500 attendees for what is

sure to be a great event! **Featuring Keynote Speaker - Jocelyn Harmon Director of Nonprofit Services, Care2**





### Interested in Exhibiting?

On May 1, exhibitor fee is \$500.00. Click [here](#) for guidelines.

**Pre-conference Sessions:** CFRE Review - August 9 and 10  
Fundamentals of Fundraising - August 9 and 10 Interested in the CFRE Review Course or Fundamentals of Fundraising course? [Contact Dee Blake](#)

Looking for a Sponsorship Opportunity? [Contact Carolyn Brown](#), Chair

## May Luncheon Meeting

May 18, 2011

### "Does Growing Revenue Equate to an Effective Fundraising Program? Not Necessarily"

11:15 a.m. networking, 11:45 am lunch and program  
Crowne Plaza Hotel

Would you like to learn how to better maximize growth in giving?

Are you looking for more effective ways to improve donor retention?



**John Joslin, CFRE** and **Senior Consultant** for **Talisma** (formerly Donor2) will reveal key results of the Fundraising Effectiveness Project survey. This program will also provide fundraisers a better understanding of how organizations can more effectively retain past donors and develop strategies for expanding donor retention. This program will help you understand the effectiveness of your fundraising program, including....

- \* The key results of the Fundraising Effectiveness Project survey
- \* Why donor retention is an important issue and how to improve it, and
- \* How to develop strategies for donor retention

[More information or to register.](#)

## New Members

**Welcome to our newest members:**

[Nicole Chitty](#), Director of Development, The Barnabas Center

[Kelly Perez](#), Executive Director, Family Support Network of Mecklenburg County

[Frances Thompson](#), President, Frances Thompson Consulting

## NEED A JOB? HAVE A JOB TO PROMOTE?

### 2011 Board of Directors

#### EXECUTIVE COMMITTEE

##### President

**Amy Tribble, CFRE**  
VP of Resource Development  
Arts and Science Council

##### President-Elect

**Katie Benston, CFRE**  
Chief Program Officer  
Care Ring

##### Vice President, Membership

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

##### Vice President Programming

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

##### Vice President, Outreach

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

##### Secretary

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

##### Treasurer

**Jennifer Sheely**

For more info about AFP membership please contact [Brandon Prescott](#).

## 2012 AFP Charlotte Board Nominations

### Get On Board!

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 with the board application.



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

Download and complete a simple nomination form by clicking [HERE](#), or visit our [website](#) and click on BOARD NOMINATION tab. **All nominations must be received by 5:00 pm on June 1, 2011 in order to be considered.**

Questions: [Contact Doug Hartjes](#), CFRE

## Members in the News

### Benjamin Mohler

**Benjamin Mohler**, AFP Board Member was recently quoted in the [Charlotte Business Journal](#) in an article entitled *Energy Inc.: UNC Charlotte project so big, it's EPIC.*

The go-ahead for the largest corporate gift in the history of UNC Charlotte's Lee College of Engineering came last August over dinner at Northlake Mall. [Read more](#)

Got news you want to share? Contact [Armen Boyajjian](#)

## Nominations Open

### National Philanthropy Day Awards

**NOMINATE NOW!**

We are now accepting nominations for the 2011 National Philanthropy Day awards which will be awarded at a luncheon on Wednesday, November 9, 2011 at the

Vice President  
Holy Angels Foundation, Inc.

### Past President. Community Board Training

**Doug Hartjes, CFRE**  
President  
Make-A-Wish Foundation of Central & Western North Carolina

### Monthly Programs & Audioconferences

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

### Member Events

**Grace Lewis, CFRE**  
Regional Executive/Vice President of Fund Development  
Girls Scouts Carolinas Peaks to Piedmont

### Legislative

**Joy Paige**  
VP for Institutional Advancements  
Johnson C. Smith University

### Affinity Groups

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

### Senior Forum & Job Opportunities

**Jenni Gaisbauer, CFRE**  
Senior Vice President of Development  
Levine Museum of the New South

### NC Philanthropy Conference

**Jamie Hayes, CFRE**  
Director of Development  
Presbyterian Healthcare Foundation

### Scholarships

**Shannon Hinson**  
Director of Annual Fund  
Thompson Child & Family Focus

### Finance & Certification

**Katherine Lambert, CFRE**  
Executive Vice President  
Girl Scouts, Hornets' Nest Council

### Finance & Sponsorships

**Patton McDowell, CFRE**  
Patton McDowell & Associates

Charlotte Convention Center. The ceremony will honor community members who change the world with a giving heart.

Don't delay! **Deadline for nominations is Wednesday, June 15.** For more information or to nominate someone, [click here](#).

If you need more information or have questions, please contact [Stephanie Stenglein](#), NPD 2011 Chair.



**National Philanthropy Day<sup>®</sup>**

## Membership Matters

[Ashley Peeler](#), **Development Director, Matthews Playhouse**

*Why did you join AFP?*

I joined AFP after attending as a guest while working for the Virginia Symphony in Norfolk, VA. After continuing my development and non-profit career and moving back home to NC, I immediately joined the Charlotte chapter. I strongly believe that AFP is an integral part in both my professional and personal development. A past president stated at a meeting, "you cannot be a successful fundraising professional without being a member of AFP" and I would echo those words. The networking and peer relationships are invaluable as a development professional and being able to connect and collaborate with area nonprofits and colleagues is such an important part of continuing the mission of each organization we represent.



*What has been the greatest benefit of membership for you personally?*

The greatest personal benefit has been the opportunity to meet and network with so many non-profit development professionals in the Charlotte community.

*What would you say to other fundraising professionals who are considering AFP membership?*

If you are able through your employer or personally to join AFP I would highly recommend it. We are fortunate enough to have a scholarship program for membership which I am also grateful to have benefited from. The relationships, opportunities and education offered through membership are well worth the financial investment to become a member!

## Mentoring

**Benjamin T. Mohler, CFRE**

Director of Philanthropy and  
Development

The University of North Carolina  
at Charlotte

The William States Lee College of  
Engineering

## Membership Recruitment & Retention, Every Member Campaign

**Brandon Prescott**

Associate Director of  
Development

Council for Children's Rights

## National Philanthropy Day Stephanie Stenglein

Annual Campaign and Patron  
Information Manager  
Charlotte Symphony

## Scholarships Available

### Apply Today!

Apply for a Scholarship for the upcoming NC Philanthropy Conference, First Course in Fundraising or CFRE Review course (August 2011 in Durham)!



The purpose of the AFP Charlotte Chapter Scholarship Fund is to promote and enhance the professional development of fund development professionals in the Charlotte area and encourage involvement and membership in the Charlotte chapter of the Association of Fundraising Professionals. The chapter is pleased to provide scholarships for educational opportunities, including

but not limited to:

- AFP Statewide NC Philanthropy Conference
- AFP International Conference
- Fundamentals of Fundraising
- CFRE Review course
- Charlotte Chapter Membership Scholarships (partial scholarships)

To download an application form, [click here](#). Contact [Shannon Hinson](#), Scholarship Chair, if you need more information or have questions.

## CFRE Continuing Education

### 2010 Program Credits

Did you know that all 2010 AFP Charlotte meetings are eligible for CFRE Continuing Education Credits? It is the individual's responsibility to keep track of their CFRE hours, but we are providing a CE tracker for our programs to assist you in keeping your records. **To download a copy of the CE Tracker for 2010, please [click here](#).**

## Engage!

### In YOUR AFP Charlotte Chapter

we need  
you



#### Engage!

Get more out of your AFP Charlotte membership by joining a committee or participating in an affinity group. Click the links to contact a chapter board member to learn more about these opportunities.

**Marketing/Communications:** Market AFP Charlotte to internal and external audiences by increasing the visibility and recognition of AFP Charlotte's work through news releases, [The Campaigner](#), and other PR that enhances our image. Contact [Armen Boyajian](#)

**New Professionals Affinity Group:** Meets monthly to serve those with less than 5 years of experience. This group is driven by the Board's strategic plan and our collective desire to better serve our membership. Contact [Beth Fischer](#)

**Scholarship Committee:** Promote and enhance the professional development of fund development professionals in the Charlotte chapter by offering scholarships for educational opportunities. Committee members review scholarship applications and award funds for trainings, conferences and chapter memberships. Contact [Shannon Hinson](#)

**National Philanthropy Day:** Plan and execute luncheon to honor Philanthropy in the Charlotte region. Subcommittees include: Logistics, Nominations, PR/Marketing, and Sponsorships. We meet at the UNC Charlotte

Uptown campus monthly on Wednesday afternoons. (Parking is validated.) Contact [Stephanie Stenglein](#)



Try it FREE today.