



The Campaigner

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Letter from the President



Doug Hartjes,
CFRE

I'm one of those people who suffer from seasonal allergies. Spring and fall can be some fun times, I'll tell you! But there is something unique about the doctor who treats me. He asks me the same question every time I see him: "Are you happy?"

Strange, I know. But it's a very important question to ask yourself. And so I thought I would ask you the same type of question today, with a slight twist: Are you happy with where you are in your career?

In my view, it is better to be in charge of your destiny as opposed to having someone make that decision for you. That's why I studied for and received my CFRE certification when I became qualified to do so. My CFRE certification led to a broader knowledge and skill set within the fundraising profession and ultimately helped charter my career path for the future.

If you are curious about what professional development and training opportunities are available to help round-out your career skill set, then I urge you to attend a special event we will be hosting on October



2009
Ten Star AFP Chapter
NC, Charlotte Chapter



27th called Career Development for Nonprofit Professionals. We will have dual programs at the event - one for emerging professionals and the other for established professionals.

Want to know more? Click [here](#) for more information and to register for this event.

I hope to see you at the event!

Doug Hartjes, CFRE
President, AFP Charlotte

October Monthly Meeting

Throwing Good Money Out the Window: Ten Common Fundraising Mistakes and Their Solutions

October 20, 2010

Crowne Plaza

11:15 Networking 11:45 Lunch & Program

Building donor confidence must be a strategic objective of every non-profit organization. Competition for resources has increased while available resources have decreased. The good news is that Americans are still giving time, talent, and treasure. As the economy slowly recovers, non-profits need to effectively manage their fund raising. But many non-profits are plagued by common mistakes that hamper their ability to successfully raise funds. It doesn't matter if the agency is focused on animal welfare, land conservation, hospice services, economic development, healthcare services or education; these common mistakes regularly diminish fundraising capacity. Whether the economy is robust or bust, overcoming these mistakes will help your organization strategically position itself to be more competitive.

Bill Peck is president of [Organizational Solutions Inc.](#), and has over 25 years of nonprofit experience as an executive, consultant, and mentor in the areas of nonprofit management, strategic planning, fundraising, community affairs, and training. He has worked with nonprofit organizations throughout the southeastern United States, providing fund development (annual and capital campaigns), organizational management services, strategic planning, board and staff development, and training. As a consultant, Bill has designed and implemented annual and capital campaigns ranging in size from \$1 million to \$200 million and managed major gifts from \$10,000 to \$1 million. Bill resides in the Durham/Cary, North Carolina area.

[REGISTRATION LINK](#)

Member Profile

Basil Lyberg

Basil Lyberg is an active AFP member and his passion for fundraising and helping others has brought him full "cycle." Throughout his career, Basil has worked with charity cycling events such as the Journey of Hope, Gear Up Florida and most recently, 24 Hours of Booty-where today he serves as Executive Director.

In his first fundraising experience, Basil participated in a cross-country bike ride to raise money for people with disabilities.



Upcoming Meetings: For more information on these and other programs, [click here](#)

[WEBCONFERENCE: Annual Campaign: Raising More Money with Fewer Resources:](#) October 7, 2010

[Throwing Good Money Out the Window: Ten Common Fundraising Mistakes and their Solutions:](#) October 20, 2010

[Senior/CFRE Forum:](#) October 27, 2010

[WEBCONFERENCE: AFP Think Tank: Ethics in Fundraising:](#) October 27, 2010

[National Philanthropy Day:](#) November 10, 2010

National Philanthropy Day Sponsors

**Heart of Platinum Sponsor
Blue Cross Blue Shield of
North Carolina Foundation**

**Heart of Gold Sponsor
UNC Charlotte**

Heart of Silver Sponsors
CPC Foundation, Inc.
The Greater Charlotte Cultural Trust
Davidson College
Leave a Legacy
Norsan Multimedia
WFAE



Basil Lyberg

Along with raising \$8,500 over two summers, Basil learned valuable lessons about the abilities of people with disabilities. After several years of leading the event management of cycling events, he transitioned to a full-time fundraising position as the Director of Development with Push America.

In his current role as Executive Director of 24 Hours of Booty, Basil and his team have expanded to the Washington, D.C. and Atlanta markets, and they are preparing to add new cities in 2011 and 2012. His experiences in fundraising and event management have enabled him to take on the challenge of expanding the 24 Hours of

Booty footprint, while making sure the Charlotte event remains a first-class experience for its riders.

When Basil first became an AFP member, it was to help Push America transition development efforts from a corporate base to an individual donor base. Basil says the monthly meetings were instrumental in reinforcing his training, keeping him up to date on topics of the industry and helping implement some strategies to achieve better results. Currently, Basil is involved with the AFP marketing committee, primarily to help with the chapter's social media efforts.

Basil is a family man, with a three year old daughter, Emma and a baby boy on the way. This Thanksgiving, Basil says he's looking forward to "splitting his time between diaper duty and Dora the explorer." Basil also enjoys sports, being outside and running.

For more information about 24 Hours of Booty, [click here](#).

AFP Board Training Available

Board Responsibilities

The AFP Charlotte Past Presidents recently revised the AFP Board Training as a complimentary service to local nonprofits. The presentation is approximately 45 minutes long and focuses specifically on Board responsibilities. Our past presidents affinity group will be the exclusive providers of this service and nonprofits can contact [Beth Fischer](#) to schedule this service. The past presidents include:

- Jim Kelley, CFRE
- Karen Beach, CFRE
- Cindy Clark, CFRE
- Vanessa Stolen, CFRE
- Stacy Sumner Jesso
- Nancy McEneny, CFRE
- Beth Fischer, JD, CFRE
- Mary Ellen Shuntich, CFRE
- Doug Hartjes, CFRE (Current President)

New Members

Welcome to our newest members:

Other Sponsors

Lead Source Marketing
Loftin & Company Printers

2010 Board

President

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

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, Member Services

Michelle Hamilton, CFRE
Development Officer, Crisis
Assistance Ministry

VP, External Relations

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

VP, Professional Advancement

Todd W. Hartung, Jr.
Director of Advancement,
Cannon School

Secretary

Jamie Hayes, CFRE
Director of Development,
Presbyterian Hospital
Foundation

AFP-Charlotte welcomes the following new members:

Shelly Marie Biby, Development Coord, The NASCAR Foundation
Tammie F. Boyd, Senior Director, Advancement Services,
University of North Carolina
Shannon W. Hames, Development Director, Right Moves for Youth

For more info about AFP membership please contact [Michelle Hamilton](#),
704-227-2795

2010 National Philanthropy Day

[REGISTER NOW](#)

Wednesday, November 10, 2010



AFP Charlotte will host the 19th Annual National Philanthropy Day Awards luncheon to be held on Wednesday, November 10, 2010. Networking will begin at 11:15 a.m., and the luncheon will start at 11:45 a.m. to 1:00 p.m. at the Ritz Carlton, 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. [See 2010 Award Winners](#)

[Register now](#) to attend this event as a sponsor or as an individual. For more information, contact Sharon Harrington at 704-687-0082 or [email her](#).

From AFP International

Top Story: [The Top 10 Mistakes in Fundraising Campaigns](#)

Is your fundraising campaign fizzling? Whether you are stalled or just moving slower than you would like, there are some common mistakes that you can diagnose now before your campaign sputters to a stop. [Read more](#).

Related Resource: [AFP Hot Topic: Capital Campaigns](#)

[Do Donors Really Want More Data?](#)

Donors crave more and better information about charities, information that will help them make smarter decisions about which groups they support. Is this a correct assumption? (*The Chronicle of Philanthropy*) [Read more](#).

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

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

Mentoring
Ben Mohler
Director of Philanthropy and
Development, 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

Scholarships
Kelly Lynn
Director of Development &

Community Engagement,
Charlotte Emergency
Housing

At-Large
Katie Benston, CFRE

Chapter Administrator
Sharon A. Tripp

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.

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