



## The Campaigner

Issue: # 5

May 2010



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### Letter from the President



Doug Hartjes,  
CFRE

I have always been drawn to sound bites and quotes. In fact, I have several favorites pinned up on my office bulletin board. They are great motivational reminders of how I can be better, live life to its fullest and most of all effect change in this world.

I recently attended the AFP International Conference on Fundraising in Baltimore, MD. It was packed with sessions given by fundraising experts and internationally-known speakers who offered skilled advice and motivational messages. I walked away from the conference with many new ideas and, to my delight, a few new quotes for my wall.

Robbe Healey, ACFRE, Chair of the AFP International Board of Directors, talked about what donors want from the charities they support. She called it "ROI" - Results, Outcomes, Impact.

Lee Woodruff, wife of television journalist Bob Woodruff who suffered life-threatening injuries in a roadside bombing in Iraq, talked about how distracted our lives can be and how we need to slow down and remember the value of the people who love us. Her advice: "Live in the present more often."

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

Major Gifts Affinity Group: May 17, 2010

What's Happening and What's Working in Today's Fundraising Environment: May 19, 2010

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

And then there was the Reverend Desmond Tutu, who gave the most incredible speech. This great man, who has done so much for others in his life, when speaking to almost 4,000 fundraising professionals, referenced the significant work we do every day by saying, "You have a glorious and noble calling." It was humbling, but it reminded me that we, as fundraisers, play an important role in our community.

Goal #3 in the AFP-Charlotte chapter's strategic plan focuses on being a high-impact chapter that honors and recognizes the value of the fundraising profession through stewardship of its members:

#### **Attract, engage and retain a diverse membership.**

Of course, achieving this and other strategic goals isn't possible without your voice or your help. So I am asking you today to please consider how you might offer a little bit of your time to help us succeed. There are several initiatives we are working on that could benefit from your help.

I hope you will email me with either your feedback or your interest in helping serve your professional fundraising chapter. I can be reached at [dhartjes@crisisassistance.org](mailto:dhartjes@crisisassistance.org).

Oh - and if you have a favorite quote you would like to share, send it to me. We just might post it in our next newsletter!

Doug Hartjes, CFRE  
President, AFP Charlotte

## May 19th Meeting

### **What's Happening and What's Working in Today's Fundraising Environment**

In this period of economic uncertainty, political change, and international needs arising from political and environmental events, how do we separate fact from fiction? There is good news. There is disappointing news - and we need to understand how it all affects our donors - and their willingness to help. The presenter on May 19 is Ms. Roberta "Robbe" Healey, MBA, ACFRE, one of the most sought-after fund raising presenters in the world. Robbe will share the latest findings from AFP and other organizations, and she'll help you use trend and impact data to make sense of these findings for your organization in order to raise more money.

**Roberta (Robbe) A. Healey, MBA, NHA, ACFRE, VP for Philanthropy, Simpson Senior Services.** Robbe has more than 30 years of experience in non-profit organization management and development. She is an accomplished fundraising generalist with a successful track record of establishing new development offices, and is experienced in board and volunteer training. A member of the International Board of Directors of the Association of Fundraising Professionals (AFP), she serves as Chair on the Executive Committee.

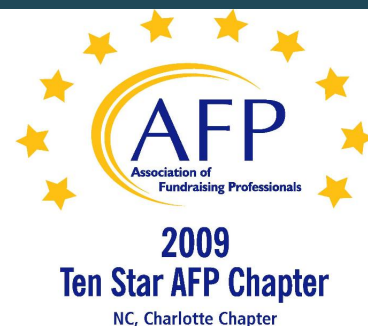
For more information about our speaker or to register, [click here](#).

**Cost:** AFP Members \$25.00 - Guests \$35.00

## Board Member Profile

**Jennifer Sheely**

AFP North Carolina Philanthropy Conference (Registration Open Soon!): August 12, 2010



### **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

[Jennifer Sheely](#), Vice President of Development at the [Holy Angels Foundation](#) in Belmont, serves as Treasurer of the AFP Charlotte Board of Directors. Jennifer began her journey as a fundraiser while in college, where she discovered that helping others was her calling. Jennifer has a particular passion for the Holy Angels' mission to offer a high quality of life for children and adults with mental retardation and physical disabilities.

While studying at UNC-Chapel Hill, Jennifer counted city buses as one of her first-and most interesting-fundraising activities. Jennifer also helped with fundraising at the Children's Law Center and became a Campaign Assistant at the United Way of Chapel Hill, which worked with the UNC Development Office.

Jennifer's fundraising career took off at her high school in 1996 when she became the Director of Development at Charlotte Catholic High School. For the past 10 years, Jennifer has served the Holy Angels Foundation, working her way up to Vice President of the Foundation. During her time at Holy Angels, she obtained her Master of Public Administration with a concentration in Nonprofit Management from UNC-Charlotte.

Jennifer's involvement with AFP Charlotte also began in 1996. She helped with registration for AFP monthly meetings for several years and joined the Board in 2008 as Treasurer -- and she still handles registration for the monthly meetings!

Jennifer says her biggest mentor has been AFP Member Lynne Reyburn, who she's worked with at Holy Angels for more than 10 years. Jennifer says Lynne taught her a great deal about fundraising and development, and she was a big support when Jennifer was working and going to school. Jennifer says she doesn't know what she'll do without her when Lynne retires later this year!

Jennifer is all about spending time with family. She also enjoys reading and the theater and calls herself a "big movie buff."



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

## New Members

**Welcome to our newest members:**

[Marilyn Garner](#), Director of Development, UMAR, Inc.

[Gina M Salvati](#), Director of Development, Communities In Schools

[Lisa Simon](#), Development Director, Down Syndrome Association of Charlotte

## 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: **#afpclt**

## 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](#).

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## AFP's 50th Anniversary

### MEMBERSHIP DISCOUNT COUPON

Join us in celebrating AFP's 50th Anniversary in May! Since 1960, AFP has been working to advance ethical and effective fundraising and support charities around the world that provide critical services to their communities.

Come celebrate this milestone event at the May 19th AFP Charlotte Chapter meeting at the Crowne Plaza Hotel, 201 S. McDowell Street.

To commemorate the 50th anniversary, AFP International Headquarters will offer a \$50 discount coupon in the month of June for **new** Active or



## At-Large

Katie Benston  
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

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).

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## 2010 Nonprofit Business Summit

This one-day summit, hosted by the Charlotte Business Journal and US Airways, will convene senior executives to address the changing market for nonprofits. Do not miss this opportunity to connect with corporate and nonprofit leaders and participate in executive level educational sessions that will enrich your organization's developmental and operational missions.

### Friday, May 21

8 a.m. - 2:30 p.m.

The Westin Charlotte  
601 S. College St.

For morning and lunch program details, more information on break-out session topics, and to register, [click here](#).

**Community Partners:** Arts & Science Council, Association of Fundraising Professionals, Foundation For The Carolinas, NPower Charlotte Region, United Way of Central Carolinas

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## Social Media Panel

### April Meeting Follow Up

Over 100 people attended our April meeting to learn from our social media panel. Evaluations showed that you wanted MORE information on the *how-to's* and **Marc Feller, Atypic Interactive** sent us the document "**How To Use Facebook For Business**".

To view or download this document, [click here](#).

If you have some "how to" information on other social media applications that you would like to share, please [email us](#).

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## AFP International Conference

### Call for Presentations!

### Call for Presentations Deadline May 10th

AFP's 2011 International Conference on Fundraising will be held in Chicago on March 20-23, 2011. The annual AFP International Conference offers the best professional educational opportunity to fundraising professionals from around the world. To ensure a high quality of presentations, a volunteer committee of fundraising professionals, practitioner consultants, and supporting businesses help in developing a curriculum and identifying the best presenters for each session. [More Information](#)

yourself - AFP now offers an installment plan with six payments.

- Consider approaching your employer regarding a shared payment arrangement.

## News You Can Use!

**AFP State of Fundraising Survey** Charitable Fundraising Takes Another Hit [Read Article](#)

**Miss The Conference? Never Fear!** The AFP Conference Central Page is your gateway to the sights and sounds of the 47th AFP International Conference on Fundraising that took place in Baltimore April 11-14, 2010.

**Great blogs, photos, presentations and handouts as well.** For more information [click here](#).

## 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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