



## The Campaigner

FEBRUARY 2012

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

### February Luncheon Meeting

#### What Donors Want: Trends for 2012 & Your Next 3 Steps to Success

**Jim Bush, Senior Consultant with the Winkler Group**, has over twenty years of experience as a successful fundraiser and nonprofit executive. He is recognized for his expertise in planning and managing successful capital campaigns to incorporate annual giving, major gifts, planned giving, and government and foundation grants. A widely sought after speaker, Mr. Bush has presented at more than fifty national and international fundraising conferences.

#### MAIN SESSION: 11:45 am - 1:00 pm

Jim returns to present donor giving trends for 2012. In this session, Jim will discuss:

- Issues driving charitable activities
- How donors' can help or harm your organization
- Why you should focus on strategic philanthropy and transparency.

#### EXTENDED SESSION: 1:00 - 1:45 pm

Jim will lead breakouts and share his suggestions for next actions to better engage your donors. He will discuss NEW giving behaviors and you'll leave with NEW ideas about how to strengthen relationships. You'll enjoy Jim's highly energetic style and walk away inspired by new ideas and shared insights.

[REGISTER NOW](#)

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February 15, 2012

## Increase Your Engagement in 2012

**Katie Benston, CFRE**

One of the questions I like to ask our chapter members is what they enjoy most about being involved with AFP Charlotte. Many members enjoy the diverse and targeted programming we offer to help each of us grow as fundraisers and nonprofit leaders. Others praise the networking opportunities that they have by attending the monthly meetings and other chapter events. I like the combination: I enjoy the thoughtfully chosen programs as well as the opportunity to network with my peers. As you register to attend each month's program, remember that your presence isn't just about your own education - your presence contributes to the educational goals of your colleagues, too. You never know when the person you sit next to at an AFP meeting will offer advice you are seeking or can make an introduction to someone you've been wanting to meet.



Our 2012 schedule of monthly meetings is posted already, so mark your calendar. I'm excited about seeing Jim Bush later this month - I am always inspired and engaged by what he has to share. In addition to our monthly meetings and periodic audio/web conferences, we will continue to offer programming targeted to members with more than ten years in the field as well as those with less than five; members who focus on major gifts fundraising; and members pursuing their CFRE. This year we will also add additional support for members working in small shops.

Last year was a strong year for AFP Charlotte. I want to thank outgoing president, **Amy Tribble**, and past president, **Doug Hartjes**, for their leadership and service to our chapter. As a result of our chapter's growth, I was invited to attend a meeting at AFP International of the thirty largest AFP chapters in the world. Many chapters our size (260 members) and larger (Toronto has 1,300 members!) share similar challenges about offering programs to a diverse membership as well as similar opportunities such as affinity groups and scholarships. I hope that I can share what I learned from them with each of you through our offerings this year.

If you have questions about our chapter or want to increase your engagement, feel free to [contact a Board member](#).

Warm regards,  
Katie Benston, CFRE  
2012 AFP Charlotte Board President

## Call for Committee Members for National Philanthropy Day

CHANGE THE WORLD



WITH A GIVING HEART

**National Philanthropy Day®**

What Donors Want: Trends for 2012 & Your Next 3 Steps to Success  
Jim Bush

March 21, 2012  
Working Smarter, Not Harder - Time Management for the Busy Professional  
Carson Tate

April 18, 2012  
The Culturally Proficient Fundraiser Webinar

April 23, 2012  
Major Gifts Affinity Group

April 24, 2012  
New Professionals Affinity Group

April 24, 2012  
WEBINAR: Analytics for Successful Fundraising  
Joshua Birkholz

May 16, 2012  
Building Your Personal Development Plan  
Patton McDowell, MBA, CFRE

June 20, 2012  
Quick & Dirty NP Marketing Strategies  
Kivi LeRoux Miller

July 26, 2012  
WEBINAR: How to Talk to your Board - Providing long-term Development Vision,  
Marcy Heim, CFRE

September 19, 2012  
Annual Chapter Meeting/Moves Management  
Audrey Kintzi

October 17, 2012  
Planned Giving  
Kathryn Miree

October 23, 2012  
WEBINAR: The Planned Giving Toolbox  
Greg Hammond, CFP, CPA

November 7, 2012  
National Philanthropy Day Celebration

The Westin Hotel, Wednesday, November 7, 2012  
National Philanthropy Day® (NPD) planning is underway for AFP's 2012 National Philanthropy Day awards luncheon, recognizing the profound impact that philanthropy has on the Charlotte community.

To get involved or for more information please contact [Stephanie Stenglein](#).

## AFP International Conference

**Vancouver: April 1-3, 2012**

Attending AFP International Conference in April? Please email [Deepa Naik](#) with your email address and mobile number. Those attending will receive an email with other local attendees so you can connect while in Vancouver.

## Member Profile

### [Stacy Sumner Jesso](#)

**Director of Development,  
Council for Children's Rights**

**Where were you born?** How and when did you end up in Charlotte? I was born in Charlotte. I moved around to 4 cities in the state and returned back to Charlotte in 1971.

**Why did you join AFP? How long have you been a professional fundraiser?** I

joined AFP as a way to network with other fundraising professionals and have the opportunity to learn best practices & strategies from local, regional, and national colleagues. Also, to keep up with trends in our very volatile economy. I started as a volunteer fundraiser in the mid 80's and transitioned from the for-profit arena to a career in non-profit work in 1996.

**What has been the greatest benefit of membership for you?** The lasting friendships and thoughtful, empowering leaders. This is one organization where members are willing to share ideas, strategies, plans and trade secrets to help you and your organization be successful. I joined AFP early when our chapter was very young. We started with a small group of committed professionals who were instrumental in leading the philanthropic community to make a significant impact on our cities non-profit agencies. I have seen the chapter grow and see how training and networking has help build strong fundraising professionals that ultimately have strengthened our community.

**What would you say to others who are considering AFP membership?**

If you are new to fundraising it is a strategic organization to help you network if looking for employment. It is a way to engage with other professionals and see what works for their organization and it is a way to learn best practices and craft your skill set. As a fundraiser who has been around a long time, you always learn something new, and it is refreshing to be surrounded with young professionals who are energetic and eager to learn.



## 2012 Board of Directors

President  
Katie Benston, CFRE  
Chief Program Officer  
Care Ring

President-Elect  
Patton McDowell, MBA, CFRE  
President  
Patton McDowell & Associates

Past-President  
Amy Tribble, CFRE  
Vice President Resource  
Development  
Arts & Science Council

Secretary  
Jamie Hayes, CFRE  
Director of Development  
Presbyterian Healthcare Foundation

Treasurer  
Jennifer Sheely  
Vice President  
Holy Angels Foundation, Inc.

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Job Opportunities  
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Director of Leadership Giving  
Catholic Diocese of Charlotte

Vice President, Programming  
Sharon Harrington, JD, CFRE  
Assistant VP of Institutional  
Advancement  
Johnson C. Smith University

Monthly Programs & Audio/Web  
Conferences  
Shannon Hinson  
Director of Individual Giving  
Thompson Child & Family Focus

North Carolina Philanthropy  
Conference  
Trish Hobson  
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Men's Shelter of Charlotte

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Adam Cook, CFRE  
President  
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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 and

## Our Newest Members

258 Members as of December 31, 2011!

### Toni Freeman

Director, Donor Relations

[MeckEd](#)

### Anthony Grillo

Financial Development Director

[YMCA of Greater Charlotte](#)

### Peter Hodes

Senior Gift Planning Officer

[American Red Cross](#)

### Arden McLaughlin

Partnerships & Development

[Charlotte Mecklenburg Library](#)

### Shawn Overcash

Director of Marketing

[Anuvia Prevention & Recovery](#)

### Sarah Weishaar

Director of the Annual Fund

[Charlotte Country Day School](#)

### Jacqueline McCarthy

Development Coordinator

[Catherine's House](#)

### Katie Merritt

Manager of Donor and Board Relations

[Kanuga Conferences, Inc.](#)

### Carmen C. Wilder

Director of Alumni Affairs

[Livingstone College](#)

Retention,  
Every Member Campaign  
Brandon Prescott  
Associate Director of Individual  
Giving  
Council for Children's Rights

Scholarships  
Kelly Lynn, CFRE  
Director of Development &  
Community Engagement  
Charlotte Family Housing

Affinity Groups  
Beth Fischer, JD, CFRE  
Director of Principal Gifts  
UNC Charlotte

Vice President, Outreach  
Michelle Hamilton, CFRE  
Chief Advancement Officer  
Crisis Assistance Ministry

Communications and Marketing  
John Horton  
Manager, Resource Development  
Youth Villages

Communications and Marketing,  
Social Media  
Basil Lyberg  
Executive Director  
24 Hours of Booty

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

## What's Trending

### Key Trends for the Nonprofit Sector in 2012

What trends will have the biggest impact on the nonprofit sector in 2012? According to Convio, it's the maturation of social media and mobile giving...

[Read More](#)

### Women Drive Philanthropic Decisions

In nearly 90 percent of high net worth households, women are either the sole decision maker or an equal partner in decisions... [Read More](#)

## Welcome New AFP Board Members

### Donna Canzano

VP of Development & Community Relations

[Humane Society of Charlotte](#)

**Adam Cook, CFRE**

President

[NorthEast Foundation](#)

**Trish Hobson**

Community Development Director

[Men's Shelter of Charlotte](#)

**John Horton**

Manager, Resource Development

[Youth Villages](#)

**Basil Lyberg**

Executive Director

[24 Hours of Booty](#)

For a complete list of 2012 board members, [click here](#).



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