



## The Campaigner

SEPTEMBER 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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## Announcing 2012 Board of Directors

**PROPOSED SLATE - Members to VOTE September 21st**

### Officers:

**President:** Katie Benston

**Immediate Past President:** Amy Tribble

**President Elect:** Patton McDowell

**Treasurer:** Jennifer Sheely

**Secretary:** Jamie Hayes

**VP Programming:** Sharon Harrington

**VP Membership:** Michelle Hamilton

**VP Outreach:** Armen Boyajian

### New Directors:

Trish Hobson  
Basil Lyberg  
Donna Canzano  
Adam Cook  
John Horton



**UPCOMING EVENTS**

## Renewing Directors:

Shannon Hinson  
Brandon Prescott  
Kelly Lynn  
Ben Mohler  
Beth Fischer  
Joy Paige  
Stephanie Stenglein  
Katherine Lambert

## 2011 National Philanthropy Day Award Honorees

*Honoring people and organizations who change our community through philanthropy*



### National Philanthropy Day®

Wednesday, November 9, 2011  
Networking 11:15 a.m.; Lunch 11:45 - 1:00 p.m.  
Charlotte Convention Center

Join us for on Wednesday, November 9 for the 2011 National Philanthropy Day ® celebration. Help us honor those who change the world with a giving heart. Tables and individual tickets are on sale now.

Tables of eight may be purchased for \$400 or individual tickets are \$40 if purchased before October 1. After October 1, table prices increase to \$500 and individual tickets increase to \$60. [To purchase click here.](#)

**Sponsorship opportunities are still available. To learn more [click here.](#)**

### 2011 National Philanthropy Day Award Honorees

Outstanding Champion of Diversity  
Courtney Hollenbeck & Rosemary Furniss

Outstanding Philanthropist  
Jim and Mary Anne (M.A.) Rogers

Outstanding Emerging Philanthropist  
Phillips Bragg

Outstanding Philanthropic Small Business  
Donald Haack Diamonds & Fine Gems

Outstanding Legacy  
Sarah Lynn Kennelly (posthumously)

Outstanding Student Philanthropy  
Darius Law

Outstanding Philanthropic Organization

September 15th  
[Face to Face Business Webconference](#)

September 19th  
[Major Gifts Affinity Group](#)

September 21st  
[High Net Worth Philanthropy Monthly Meeting: Presenter, Tom Lawson](#)

October 4th  
[Structuring Your Development Office Webconference](#)

October 18th  
[New Professionals Affinity Group: Mastering the Development Cycle](#)

October 19th  
[Breakfast Meeting Goalbusters](#)

November 9th  
[National Philanthropy Day Celebration](#)

November 16th  
[Ethics Program: Michael Rose](#)

December 6th  
[Senior Forum](#)

## WE NEED YOU!



## MENTORING MATTERS!

### AFP Charlotte Mentoring Program - Class of 2011/2012

AFP Charlotte's Mentoring Program is an excellent resource for new and experienced development professionals that enhances and broadens the professional's knowledge, skills set and success in the field of philanthropy.

Objective: To develop our future

Wells Fargo

Outstanding Volunteer Fundraiser  
Dhiala Jamil

Outstanding Professional Fundraising Executive  
Linda Reynolds

For more information contact **Stephanie** at **704.714.5107** or via [email](#).

## Outstanding Professional Fundraising Executive Award

**Linda Reynolds**

Linda Reynolds is the winner of AFP Charlotte's 2011 Outstanding Professional Fundraising Executive. She has been in Charlotte since 1970 and hails from Ellerbe, NC. She is Managing Director of Development, Marketing & Sales at the Children's Theatre of Charlotte, joining the Theatre as Director of Development in 2003. Linda has worked on both sides of the fundraising desk: formerly in banking at First Union, she served on a number of nonprofit boards and also served as Director of Community Relations.



Linda Reynolds

From 1997-2003, she directed leadership giving at United Way of the Central Carolinas. When she joined the Theatre in 2003, their budget was \$2 million, but they were poised for growth. That year CTC began a partnership with the CharlotteMecklenburg Library, moving CTC from an old VFW building on Morehead Street to what is now known as ImaginOn. Since that time, earned income (primarily ticket and education program sales) as well as development revenues have increased and CTC now has a \$4 million annual budget - nearly equally attributable to robust development efforts and earned income from CTC's productions and class offerings.

Linda works with three other development professionals and is an active part of the Children's Theatre of Charlotte's marketing and sales efforts. Since 2008, it has been difficult for arts organizations to market their "product" as well as raise money, and Linda has been very successful in both areas. Linda stated that in the past 20 years, Charlotte's arts community has added significantly to the city's attractiveness. Linda has served as a mentor, confidant, teacher and advocate to a number of fundraisers in Charlotte. In her spare time, she enjoys theater, golf and gardening.

Congratulations to Linda Reynolds on her selection as AFP Charlotte's Outstanding Professional Fundraising Executive Award in 2011!

*Profile by Armen Boyajian, VP of Communications and Marketing, AFP Charlotte Chapter*

leadership within the field of philanthropy within the Charlotte Chapter and to enhance Mentor/Mentee professional achievement level.

**Application Deadline:  
September 15, 2011**

[More Information](#)

### JOB OPENINGS

Sponsored By



AFP Charlotte offers two levels of job opportunities service:

OPTION ONE: Position announcement emailed to AFP-Charlotte email list (1000 people + posted on AFP-Charlotte web site (\$200 Member/\$250 Nonmember)

OPTION TWO: Position announcement posted on AFP-Charlotte web site only (\$150 Member/\$200 Nonmember)

Job postings will be removed from the web site after being posted for 75 days unless notified otherwise. NEW: If you would like to EXTEND YOUR JOB POSTING, the cost is \$100. Your posting will be moved up and eblasted again - choose the \$100 option by clicking on PAY ONLINE link below and email [info@afp-charlotte.org](mailto:info@afp-charlotte.org) to repost.

[OPEN POSITIONS](#)

**2011 Board of Directors**

EXECUTIVE COMMITTEE

**President**  
**Amy Tribble, CFRE**  
VP of Resource Development

## 2011 North Carolina Philanthropy Conference

**A Great Success!**

The 2011 North Carolina Philanthropy Conference was held on August 11th in Durham.

This year's conference raised over \$22,000 in cash contributions and almost \$16,000 through in-kind contributions.



Jenni  
Gaisbauer and  
Michelle  
Hamilton

With over 440 attendees (including registrants, sponsors, resource partners and conference registrants), the conference was very successful in bringing increased educational opportunities for development professionals across the state.

Please mark your calendars for August 9, 2012 when the conference will be held in the Triad. We hope you will join us!



Brandon  
Prescott Wins  
an iPad



Stephanie  
Stenglein

## High Net Worth Philanthropy

**September Luncheon Meeting**

September 21, 2011  
11:15 Networking 11:45 Lunch & Program  
Crowne Plaza Hotel

**Presenter: Tom Lawson, Bank of America Merrill Lynch Philanthropic Management**

Do you want to learn what motivates high net worth donors and apply what you learn to raise money for your organization?

This presentation will provide this information. Established in 2006, the Bank of America Merrill Lynch Study of High Net Worth Philanthropy, conducted in partnership with The Center on Philanthropy at Indiana University, is the largest and most comprehensive survey to date of the charitable practices and attitudes of wealthy Americans. The 2010 study examines, among other things, which nonprofit sectors wealthy donors support, how they direct their largest gifts, what motivates them to give and to discontinue support for a nonprofit organization, where and how often they volunteer, and who they

Arts and Science Council

### President-Elect

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

### Vice President, Membership

**Michelle Hamilton, CFRE**  
Chief Advancement Officer  
Crisis Assistance Ministry

### Vice President, Programming

**Sharon Harrington, JD, CFRE**  
Assistant VP of Institutional  
Advancement  
Johnson C. Smith University

### Vice President, Outreach

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

### Secretary

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

### Treasurer

**Jennifer Sheely**  
Vice President  
Holy Angels Foundation, Inc.

### Past President. Community

**Board Training**  
**Doug Hartjes, CFRE**

### 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

turn to for advice about philanthropy. [More information or to Register](#)

## Michelle Hamilton, CFRE

**Chief Advancement Officer, Crisis Assistance Ministry**

### Where were you born?

Lafayette, Louisiana

### How and when did you end up in Charlotte?

My husband's job moved us to Charlotte in December 2007. I joined AFP Charlotte earlier that year so I could begin to get to know the chapter and its programs before I arrived.

### Why did you join AFP?

AFP is the best professional network and source of continuing education for fundraising professionals. Membership is a top priority for me. How long have you been a professional fundraiser? 20 years this year!

### What has been the greatest benefit of membership for you?

The network of colleagues and friends I have built along the way!

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

Don't wait! Attend as many chapter programs as you can, even if you don't see a direct connection to the job you have today. AFP membership and participation is an investment in your skills, your network and your professional future.



Michelle Hamilton, CFRE

## Newest Members!

### WELCOME

[Jill O. Adams](#), Development Officer, Charlotte Rescue Mission

[Jeffrey S. Appel](#), Director of Institutional Advancement, Providence Day School

[Lauren J. Batten](#), Director of Advancement, Charlotte Country Day School

[Margaret Brantley](#), Development Director, Catawba Lands Conservancy

[Katie Beirne](#), Executive Director-Annual Giving, Queens University of Charlotte

[Renee Dalziel Bromfield](#), Director of Community Relations, Bethlehem Center of Charlotte

[James R. Bullock](#), VP for University Advancement, Queens University of Charlotte

[Nancy Jean Cole](#), Manager of Special Events, Hospice & Palliative Care Charlotte Region

[Megan Dailer](#), Development Coordinator, Men's

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**

President  
Patton McDowell & Associates

### 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 Individual Giving  
Council for Children's Rights

### National Philanthropy Day

**Stephanie Stenglein**

Annual Campaign and Patron Information Manager  
Charlotte Symphony

Shelter of Charlotte

[Jennifer Frey](#), Charlotte Family Housing  
[Sarah L. Gamble](#), Special Events Coordinator,  
Salvation Army of Greater Charlotte  
[Beth Moore Griffiths](#), Director of Development,  
Countryside Montessori School  
[Michael L. Handy](#), Development Associate,  
Lutheran Family Services in the Carolinas  
[Jennifer Ann Irey](#), Director of Development,  
Frankie Lemmon School

[Kaitlin Leibowitz](#)

[J. Terrell May](#), Director of Philanthropy, Winthrop University

[Alicia Virginia Morris](#), Nonprofit Consultant

[Christa Newkirk](#), Database Coordinator, Alexander Youth Network

[Wayne Wike](#), Wingate University

[Marilyn Ann Wolf](#), Marketing & Development Director, The Ivey



Membership  
Matters!



Try it FREE today.