



## The Campaigner

FEBRUARY 2011



### In This Issue

[Letter From The President](#)

[February Breakfast Meeting](#)

[Welcome New Members](#)

[News You Can Use](#)

[Fundraising Course](#)

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



You can follow AFP Charlotte on Facebook and Twitter! During meetings, tweet using hashtag #afpctl

### Letter from the President

Greetings AFP Members and Friends!



It is an honor to start the New Year as your Chapter President for 2011. If last month's program with record-breaking attendance is any indication, we are off to a good start this year!

As I look ahead I see only opportunities for our Chapter to advance its mission to provide you - our members - with opportunities to advance philanthropy by becoming effective and ethical fundraisers. But we can't do it alone. I depend



Amy Tribble,  
CFRE

on you -- and the board depends on you -- for your input and your involvement to make our Chapter truly great. If you are interested in educational programming, I encourage you to serve on the Program Committee. If you are interested in being a part of the National Philanthropy Day luncheon, our signature event, join that committee. If you have a particular interest - communications, scholarships, membership, social media, and so on - we have a volunteer opportunity for you. To paraphrase a well-known quote of Mahatma Gandhi, if there's a change you want to see in Chapter goings on, be that change. And, you can only be that change by getting involved, by taking responsibility to see it through.

This past summer you did just that. You got involved by participating in a membership survey. Thank you. Your input helped the Program Committee take a new look at everything from topics to when our programs are offered. We learned that many of you would like a breakfast meeting. Toward that end we will offer a breakfast meeting every other month - the first one, a panel of area funders, is on February 16th at the Crowne Plaza. I hope to see you there!

I have many hopes for the Chapter in 2011 but my greatest hope is to provide you with a valuable membership experience. So PLEASE don't be shy. Let me know, let the board what we can do to meet your needs -- after all, we work for you!

Thank you for all you do to advance philanthropy and to bring pride to our noble profession.

[Amy Tribble, CFRE](#)

Board President, AFP Charlotte

## February 16th Breakfast Meeting

### How to Romance a Foundation!

Please note: February 16, 2011 will be AFP Charlotte's first breakfast meeting, with registration beginning at 7:45 a.m., breakfast and the program beginning at 8:00 a.m. - at the Crowne Plaza.

As we all know, February is the month of Valentine's Day, hearts, and love. There is no better time to learn how to best romance foundations than now! On February 16, 2011, AFP-Charlotte Chapter will have a panel of foundation leaders who will help us understand how they like to be wooed. They will answer such questions as:

- What are the best ways for organizations to introduce themselves to foundations?
- How important is it for organizations to understand the mission of a particular foundation prior to initiating a relationship?
- Why does the "boiler-plate" approach not work?
- What makes one organization's project stand out from all of the others?



[Register today](#) for the **AFP 2011 International Conference in Chicago, March 20-22**. Don't miss hearing perspectives from influential and inspiring speakers and networking with your peers. It's a conference all about YOU! **The Advance Registration deadline of February 21 is coming fast - save \$100!**

### 2011 Board of Directors

#### EXECUTIVE COMMITTEE

##### President

**Amy Tribble, CFRE**  
Arts and Science Council

##### President-Elect

**Katie Benston, CRFE**

##### Vice President, Membership

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Development Officer  
Crisis Assistance Ministry

##### VP, Outreach & Events, Diversity

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

##### Vice President, External Relations & Communications

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

##### Secretary

· What are some of the most common mistakes committed by grantseekers, and how can they avoid those pitfalls?

Our panel discussion will be moderated by **Sharon Harrington, JD, CFRE**, director of development at the College of Liberal Arts & Sciences at UNC Charlotte. Our panelists include:

**Thomas W. Lawrence, III** - Tom began his career in the general services group of McGladrey & Pullen in Richmond, VA before moving to Charlotte, NC in 2000 to take a position with Arthur Andersen in its Family Wealth Planning division. In 2002, Tom joined the Levine family as Chief Financial Officer. He oversees the personal finances, tax compliance and investment portfolio management for the family and its Foundation. In 2008, Tom took a larger programmatic role with The Leon Levine Foundation as a Vice President before becoming its first Executive Director in 2009.

**Ellison Clary** - Ellison is director of Charlotte Community Relations for BlueCross BlueShield of North Carolina. He assumed that position in September 2010, after operating Ellison Clary Comprehensive Public Relations for more than seven years. Clary has worked as a reporter or editor at The Charlotte News, The Charlotte Observer, The Hickory (NC) Record, and the Tuscaloosa News, among others. He has also done PR work for Carolina Power & Light (now Progress Energy) and Bank of America.

**Jay Everette** - Jay is Senior Vice President and Community Affairs Manager for Greater Charlotte for Wells Fargo, and an officer of the Wachovia Wells Fargo Foundation. In 2010 the Foundation awarded over \$10.3 million in grants to non-profit organizations in the region supporting programs in the areas of education, community development, health and human services and arts, history and culture. Prior to his current role in philanthropy, Jay worked in marketing, brand management and corporate communications for Wachovia.

**Cost:** AFP Members \$25; Non-Members \$40  
[REGISTRATION LINK](#)

## New Members

**Welcome to our newest members:**

AFP-Charlotte welcomes the following new members:

**Victoria C. Doughty**, Johnson & Wales University  
**Sheryl Hayes**, Charlotte Museum of History  
**David Ibsen**, Patton McDowell & Associates  
**Regina P. Moody**, Holy Angels  
**Joy Edith Paige**, Johnson C. Smith University  
**Danielle Renee Smeach**  
**Nick Stewart**

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

## News You Can Use

**Top Story: The Power of the Volunteer**

**Kelly Lynn**

Director of Development &  
Community Engagement  
Chailotte Emergency Housing

**Treasurer**

**Jennifer Sheely**

Vice President of Development  
Holy Angels Foundation, Inc.

**Past President**

**Doug Hartjes, CFRE**

President  
Make-A-Wish Foundation of  
Central & Western North Carolina

BOARD MEMBERS

**Monthly Programs &  
Audioconferences, Member  
Events**

**Tamara Brainerd, CFRE**

Vice President, Operations  
Junior Achievement of Central  
Carolinas

and

**Grace Lewis, CFRE**

Regional Executive/Vice President  
of Fund Development  
Girls Scouts Carolinas Peaks

**Legislative**

**Linda Breen**

Director of Development  
The University of North Carolina  
at Charlotte  
Office of University Development

**Affinity Groups, Community  
Board Training**

**Beth Fischer, JD, CFRE**

Director of Principal Gifts  
Belk College of Business, UNC  
Charlotte

**Senior Forum & Executive  
Referrals**

**Jenni Gaisbauer, CFRE**

Senior Vice President of  
Development  
Levine Museum of the New South

**NC Philanthropy Conference**

**Jamie Hayes, CFRE**

Director of Development  
Presbyterian Hospital Foundation

**Scholarship**

Working with volunteers is not easy. With the right support, however, volunteers can do more than any number of staff can do--it's just a matter of harnessing their potential.

[Read more](#)

### **Fundraising News and Trends**

Americans More Optimistic About Giving in 2011, Survey Finds  
According to a survey conducted during the first full week of the year, for the first time in four years Americans say they are likely to increase their charitable giving in 2011. [Read more.](#)

### **Institutional Giving on Rise Globally**

Institutional philanthropy is on the rise throughout the world, but still faces big challenges, a new study shows. (Philanthropy News Digest). [Read more.](#)

## **AFP Fundamentals of Fundraising Course**

**February 22-23, Durham, NC**

8:00 a.m. - 5:00 p.m.

Sheraton Imperial Hotel & Convention Center  
4700 Emperor Boulevard, Durham, North Carolina 27703  
Phone: (919) 941-5050

**REGISTRATION DEADLINE FEBRUARY 7th**

Apply early to participate in an extensive and productive learning experience offered by the AFP Triangle Chapter.

A new course, entitled the Fundamentals of Fundraising, has been developed by national leaders in fundraising to meet the real world needs and challenges nonprofit organizations face every day.

This 2 day 16 hour course includes case studies and projects for groups and individuals to make the learning experience both substantive and enjoyable.

In seven new modules you will be provided an overview of skills, techniques, and program components for individuals with 0 to 4 years of fundraising experience. The modules include:

1. An Overview of Fundraising
2. Developing an Integrated Fundraising Program
3. Marketing for Ongoing Success
4. Building and Sustaining Relationships
5. Securing the Gift
6. Volunteers - Partners in Fundraising
7. Management and Accountability

AFP Member Rate: \$350

Non-Member Rate: \$390

[REGISTRATION LINK](#)

### **Shannon Hinson**

Director of Annual Fund  
Thompson Child & Family Focus

### **Certification**

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

### **Sponsorships**

**Patton McDowell, CFRE**  
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  
Development  
Council for Children's Rights

### **National Philanthropy Day Stephanie Stenglein**

Annual Campaign and Patron  
Information Manager  
Charlotte Symphony

### **At-Large**

**Joy E. Paige**  
Vice President for Institutional  
Advancement  
Johnson C. Smith University

## **Our Mission**

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



Try it FREE today.