



# AFP Charlotte The Campaigner

The LATEST NEWS FROM AFP-CHARLOTTE

[www.afp-charlotte.org](http://www.afp-charlotte.org)

April 2009



## In This Issue

[Other Upcoming Events](#)

[April 2009 Meeting](#)

[Sponsorship Available](#)

[2009 Executive Committee](#)

[Chapter Recognition](#)

[Job Seeker Member Benefit](#)

[FREE Resource](#)

[FREE Reference Volumes](#)

[Scholarship Recipients](#)

## AFP Charlotte Upcoming Meetings and Events

April 15, 2009

[Gearing up for our Capital Campaign](#)

May 11, 2009

[Major Gifts Affinity Group](#)

May 20, 2009

[Individual Giving in a Challenging Economy](#)

[See the 2009 Calendar of Events](#)

## 2009 Board Members

PRESIDENT  
Beth Fischer, JD, CFRE  
*Director of Development  
Belk College of Business,*

## April 2009 Luncheon Meeting

April 15, 2009

**Gearing Up for our Capital Campaign: Are we ready for this?**

11:15 Networking - 11:45 Lunch & Program

Crowne Plaza Hotel

Speaker: Martin Novom, CFRE

Whether you have been through a capital campaign or not, it can be an energizing and exciting time or it can be an experience you don't want to repeat.

As philanthropic professionals we need to understand what works and what doesn't even if we are convinced there is no campaign in our short term future. If you have no capital campaign experience this presentation will give you an overview of what you can expect and how you can succeed. If you've had campaign experience, this will be more than a refresher, it will highlight those areas where even senior professionals can run aground.



Join us for a lively presentation by **Martin Novom, CFRE**, with [Skystone Ryan](#). He is a Certified Master Teacher with AFP International and editor of the AFP/Wiley book, *The Fundraising Feasibility Study: It's Not About the Money*.

Martin consistently receives high ratings from his presentations with his warmth, humor and

UNC Charlotte

PRESIDENT-ELECT  
Doug Hartjes, CFRE  
*Development Officer  
Crisis Assistance Ministry*

VICE PRESIDENT  
Katie Benston  
*Director of Annual Support  
Hospice & Palliative Care  
Charlotte Region*

SECRETARY  
Jenni Gaisbauer, CFRE  
*Senior Vice President of  
Development  
Levine Museum of the New South*

TREASURER  
Jennifer Sheely  
*Vice President of Development  
Holy Angels Foundation, Inc.*

PAST PRESIDENT  
Nancy McEneny, CFRE  
*Director of Community Affairs &  
Development  
LifeSpan*

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

MENTORING  
Linda Breen  
*Director of Development  
UNC-Charlotte, Office of  
University Development*

MEMBERSHIP  
Michelle Hamilton, CFRE  
*Consultant*

EXECUTIVE REFERRAL  
Todd W. Hartung, Jr.  
*Associate VP Alumni Programs &  
Annual Giving  
Queens University of Charlotte*

NATIONAL PHILANTHROPY DAY  
Tiffany M. Hilson

EDUCATION, ETHICS, & YOUTH IN  
PHILANTHROPY  
Shannon Hinson  
*Director of Annual Fund  
Thompson Child & Family Focus*

SENIOR FORUM  
Patton McDowell

DIVERSITY  
Kishshana Palmer Teele  
*Chief Development Officer  
Big Brothers Big Sisters of Greater  
Charlotte*

SCHOLARSHIPS  
Amy Tribble  
*Director of Development  
Council for Children's Rights*

EVERY MEMBER CAMPAIGN  
Sharon Tripp  
*Chapter Administrator*

**Other Upcoming**

fearlessness on tough issues.

**REGISTER TODAY**

## → Advertising Sponsorship Available

AFP Charlotte has a sponsor opportunity for our most popular benefit of AFP, the Executive Referral Service. Place your company logo on the Executive Referral section of the AFP-Charlotte website as well as having your logo emailed out to over 600 AFP members each time an employment position is posted.



The sponsorship is available on a first come first served basis by emailing [Todd W. Hartung](mailto:Todd.W.Hartung). The sponsorship opportunity is available for \$500 for six months.

## → 2009 Executive Committee

**President**  
Beth Fischer, JD, CFRE  
Director of Development  
Belk College of Business, UNC Charlotte



**President-Elect**  
Doug Hartjes, CFRE  
Development Officer  
Crisis Assistance Ministry



**Secretary**  
Jenni Gaisbauer, CFRE  
Senior Vice President of  
Development  
Levine Museum of the  
New South



**Treasurer**  
Jennifer Sheely  
Vice President of Development  
Holy Angels Foundation,  
Inc.



**Past President**  
Nancy McEneny, CFRE  
Director of Community  
Affairs & Development  
LifeSpan



## → Charlotte Chapter Recognized

## Events

### Philanthropy Journal Webinar:

April 7, 2009  
Reaching out to donors through technology  
[More information](#)

### Planned Giving Council:

May 5-6 Kanuga, SC  
NC & SC Planned Giving Council Meeting  
[More information](#)



## NC Philanthropy Conference

**August 12, 2009**

Koury Convention Center - Greensboro, NC

Opening Plenary Session  
Speaker: **Kim Klein**, Author of 4 books including the classic *Fundraising for Social Change*

Luncheon Keynote Speaker: **Viken Mikaelian**, President of VirtualGiving and Co-Founder of The Planned Giving Company

Use the conference as a way of promoting your organization:

- [Sponsorship Opportunities](#)
- [Sponsorship Application](#)
- [Exhibitor Application](#)

From AFP/Charlotte President Beth Fischer:

Recently I received notice that the AFP Charlotte chapter has received the **2008 Friends of Diversity Designation** from AFP International -- only 19 chapters have received this distinction.



Many thanks to the 2008 members of the Diversity Committee for your hard work to make us an outstanding Chapter!

Other chapters to receive this designation are:

AFP Alaska Chapter  
AFP AZ, Greater Arizona Chapter  
AFP CA, San Diego Chapter  
AFP CA, Silicon Valley Chapter  
AFP CA, Yosemite Chapter  
AFP Washington DC Metro Area Chapter  
AFP FL, Suncoast Chapter  
AFP GA, Atlanta Chapter  
AFP HI, Aloha Chapter  
AFP IL, Chicago Chapter  
AFP IL, Central Chapter  
AFP MI, Detroit Chapter  
AFP New Jersey Chapter  
AFP New Mexico Chapter  
AFP Oregon and SW Washington Chapter  
AFP PA, Eastern Chapter  
AFP Puerto Rico Chapter  
AFP Washington Chapter



## AFP Membership Benefit for Job Seekers!



AFP Jobs Service is the premier electronic recruitment resource for the industry. Here, employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs.

Whether you're looking for a new job, or ready to take the next step in your career, AFP Jobs Service will help you find the opportunity that's right for you. Target your recruiting and reach qualified candidates quickly and easily. Simply complete the [online Registration Form](#) and start posting jobs today!

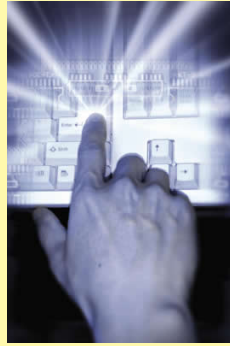
**MEMBERS:** Important note on login and password: **Your login and password for the AFP Jobs Service are not the same as your AFP member number and password.** To ensure confidentiality for job seekers, the Jobs Service uses a separate login/password system. When you register in the Jobs Service, you will receive an email with the login ID you create, plus a default password.

[Job seekers enter here!](#)

Online features of AFP Jobs Service:

- View jobs.
- Apply for a job.
- Create a personal career profile to target your search.
- Post your resume.
- Get email notification of jobs that fit your profile.

## → AFP Guidance: Fundraising in a Difficult Economy



In response to member concerns and questions about how charities and fundraisers should be responding to the current fundraising environment, AFP has collected some suggested best practices, tips and guidelines to help maximize fundraising efforts and position organizations for future success.

AFP Guidance: Fundraising in a Difficult Economy is available free of charge and contains numerous pieces of advice on how to proceed with fundraising. The document is not meant to be exhaustive, but rather a core list of the most effective guidelines. Feedback and ideas can be sent to [paffairs@afpnet.org](mailto:paffairs@afpnet.org). The document can be found [here](#).

## → Ready Reference Volumes FREE to Members!

**As a benefit and service to help fundraisers through the current challenging economic environment, AFP is pleased to offer all of its Ready Reference volumes FREE to all members.** Members may download any and all of the Ready Reference booklets in PDF format.

The Ready Reference series is a great little resource for the busy practitioner or a wonderful introduction for someone new to the office, whether it is a new CEO or a new assistant.

These handy booklets contain specific information on important topics identified by our Resource Center patrons. Each booklet presents information in an interesting, informative, hands-on format, giving fundraising professionals a very quick guide they can follow to expand and improve their fundraising efforts. The booklets include many how-to tips, step-by-step instructions and insights into specific aspects of fundraising and philanthropy.

NOTE: Several of these volumes were printed before AFP made substantial changes to its Code of Ethical Principles and Standards. The updated version of the code can be found at [www.afpnet.org/ethics](http://www.afpnet.org/ethics).

Available for download are:

- Developing Fundraising Policies and Procedures
- Making the Most of Your Special Event
- So You Want to Be a Consultant!
- Establishing Your Development Office
- Getting Ready for a Capital Campaign
- Bringing a Development Director on Board
- Reviving Your Donor File
- Building an Effective Board of Directors
- Asking for Major Gifts

Have your member ID and password ready and click [here](#) to access these downloads. If you have forgotten your userid or password, click on the appropriate link and it will be emailed to you!



## Scholarships Awarded

Congratulations to the 2009 Recipients of the AFP-C's Scholarships

- **Rachel Smith, Community Health Services**
- **Cassie McIntyre, Hospice & Pallative Care of Cabarrus County**
- **Donnie Daugherty, CrossRoads Development Corporation for Affordable Housing**
- **Ashley Peeler, American Cancer Society**

Thanks to the many AFP-C members who generously contributed to the Every Member Campaign to make these scholarships possible.

### Walk-In Policy

Just a friendly reminder that if you plan on attending our monthly luncheons, please make every effort to register online at [www.afp-charlotte.org](http://www.afp-charlotte.org). This allows the Chapter to plan the luncheons in the most efficient and inexpensive way possible. If you cannot register online, please send an e-mail to [info@afp-charlotte.org](mailto:info@afp-charlotte.org) to inform us you are planning to attend.



## Stay Tuned...

AFP Charlotte's e-newsletter **The Campaigner** is your resource for the latest news. Forward to a friend & spread the word about our great organization. And stay tuned to your inbox for the latest headlines from AFP...

AFP, the Association of Fundraising Professionals, advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

Email Marketing by

