



The Campaigner

NOVEMBER 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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Don't Miss 2011 National Philanthropy Day

REGISTRATION CLOSSES NOON MONDAY, 11/7

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day®

Honoring people and organizations who change our community through philanthropy

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

Mayor Anthony Foxx proclaims November 15 [National Philanthropy Day® in Charlotte](#). We are celebrating on Wednesday, November 9. Join us! Help us honor those who change the world with a giving heart. Tables and individual



tickets are on sale. Table sponsorship (seating for 8) is \$500. Individual registration is \$60. [To purchase click here](#). For more information contact Stephanie at 704-887-0298 or [email Stephanie Stenglein](#).

HEART OF PLATINUM MEDIA SPONSOR



HEART OF GOLD SPONSOR



November 16th Meeting

The Donor Relationship: Protocol and Ethics



Michael Rose, CFRE, President and CEO, Carolinas Healthcare Foundation
The Donor Relationship: Protocol and Ethics

Don't miss this extraordinary opportunity to learn from Michael Rose, President and CEO of Carolinas HealthCare Foundation, one of the most well-respected development professionals in the Charlotte Community.

Michael will review the ethical standards that guide non-profit fundraising professionals, and share personal experiences that offer important lessons. Rose will also discuss the importance of etiquette and protocol in establishing rapport with individual donors and their advisors as well as other related issues including:

- Ethical Standards in Fundraising
- Donor Confidentiality
- Donor Competency

Cost: AFP Members \$25.00 - Guests \$40.00

[More Information or to Register](#)

Members in the News

Courtney Hollenbeck, 2011 National Philanthropy Day Outstanding Champion of Diversity awardee was featured in a recent article in [SouthPark Magazine](#).

Looking for a way to

UPCOMING EVENTS

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

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

December 6th
[Senior Forum](#)

January 10, 2012
[New Professionals Affinity Group](#)

Corporate Philanthropy Forum November 7, 2011

CPC Harris Conference Center
8:30 am - 1:30 pm

FREE to Nonprofit Board Members and Executives
2 representatives total per organization

An educational and informative day of networking and direct dialogue with non profit partners and corporate funders - a way to better connect to programs, giving objectives, philanthropic perspectives. Limited capacity - first 150 to respond will be guaranteed a seat. Featuring nationally known keynote speaker on corporate philanthropy **Curt Weeden**. [RSVP](#)

2011 Board of Directors

EXECUTIVE COMMITTEE

President
Amy Tribble, CFRE
VP of Resource Development
Arts and Science Council

President-Elect
Katie Benston, CFRE
Chief Program Officer
Care Ring



Courtney Hollenbeck

keep her students engaged, Winterfield Elementary School teacher Courtney Hollenbeck brought in her violin to her second-grade class to help illustrate the "science of sound." One of her students was so enchanted by the instrument she asked for lessons. Hollenbeck, who is also a Winterfield Youth Orchestra teacher, launched an

afterschool violin program in 2006, and has since taught more than 30 kids. Hollenbeck's efforts caught the attention of the Charlotte Chapter of the Association of Fundraising Professionals, which is honoring her with the Outstanding Champion of Diversity award during the 2011 National Philanthropy Day Awards. [Read Article](#)

Leadership Academy

Katie Benston and Patton McDowell attend AFP Leadership Academy

In October, AFP Charlotte sent two representatives from the Chapter Board of Directors to [AFP Leadership Academy](#), the annual gathering of AFP chapter leaders from around the world. The 2011 Leadership Academy was held in Montreal, Canada. Besides 2012 President [Katie Benston](#) and 2012 President-elect [Patton McDowell](#), chapter members [Doug Hartjes](#), [John Joslin](#), and [Ben Mohler](#), who participate in committees at the international level, also attended the Academy.

Much of the three-day Leadership Academy is spent learning about chapter leadership best practices, networking with chapter and international volunteers from across North America, and receiving information from AFP International (AFP IHQ) that we can put to use in our chapter. Katie and Patton will be sharing the best of these ideas with the Board during our annual planning retreat and throughout the year. The weekend also includes several meetings devoted to governance, such as electing district representatives to AFP IHQ committees.

Besides learning that in French-speaking Montreal, fundraising is known as "gestion philanthropique", we learned that:

- As a member of AFP, you are entitled to AFP pricing for educational events and programs at any AFP chapter throughout the world.
- You can now [change your log in to the AFP site](#) from your membership number to a login that may be easier for you to remember. (To change your log-in, once you've logged into www.afpnet.org, go to My AFP Profile up at the top of the page. In that section is a link called Password Change and you'll be able to change both the User ID and Password)
- AFP voted to amend membership categories, which will be implemented in 2012.
- AFP introduced the [Ethics Assessment Inventory](#), a new voluntary and confidential tool designed to help members assess their ethics in practice.
- AFP launched an online community for members called [AFP P2P](#). Set up your profile and check it out.
- If you are interested, consider joining an [AFP IHQ committee](#), to expand your involvement with AFP IHQ.

The 2012 AFP Leadership Academy will be held in **October 2012 in Houston, TX**. If

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, CFRE
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 Development
Levine Museum of the New South

NC Philanthropy Conference
Jamie Hayes, CFRE

you have any questions about Leadership Academy, please contact [Katie Benston](#), 2011 President-elect.

Member Profile

[Laurie Schwartz](#)

Development Director
[A Child's Place](#)

Where were you born? How and when did you end up in Charlotte?

I was born in Newnan, GA. My family moved to Charlotte from Fairfax, VA just two weeks before I started the first grade ... back when South Park was a cow pasture ... because my father was starting a new job.

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

Joining AFP was one of the first things I did after coming to work at A Child's Place in December 2004. My prior career was in television advertising. With 26 years in that profession I thought I knew pretty much everyone. Nothing could have been farther from the truth! Realizing my mistake pretty quickly, I joined AFP to begin networking and also started getting to know **Amy Tribble** (a friend of hers from college had been one of my advertising clients).

What has been the greatest benefit of membership for you?

Being the sole fundraiser at the agency when I started, it was really important to find resources I could go to, people with education and experience who were qualified and willing to help me understand my new field and adapt my skills. There are some pretty darned smart AFP members in case you hadn't noticed! They were there for me, providing invaluable information and context.

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

At my very first meeting **Donna Meindt Mitchell** requested volunteers for the AFP Philanthropy Day committee. To help me connect more quickly I volunteered for that committee, serving on it a total of three years. My experiences on that committee and the talented fundraisers I met there made my first few years in a new career more valuable to my agency and the homeless children we serve.



Laurie Schwartz

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

Chief Development Officer
Community School of the Arts

Our Newest Members

WELCOME

[Jenni Barker](#)

Annual Fund Manager
Mint Museum of Art

[Lauren Flanary](#)

Development & Marketing Coordinator
The NASCAR Foundation

[Mary Jane Gallagher](#)

Charlotte Latin School

[Caila Jaclyn Gorniewicz](#)

Operations Coordinator
The NASCAR Foundation

[Melanie E Jones](#)

VP for College Advancement
York Technical College

[Beth Levanti](#)

Development Manager
Charlotte Symphony

[Marianne Danielle Schild](#)

Donor Relations Manager
YWCA Central Carolinas

Chamberlain Scholarship Awarded

And the Winner is....

Congratulations to [Deepa Naik](#), Donor Relations Coordinator with [United Family Services](#), who has been chosen as AFP Charlotte's 2012 Chamberlain Scholarship winner!

Deepa will join development professionals from around the world at AFP's International Conference in Vancouver next April.

Special thanks to all of our wonderful applicants!

Senior Forum Program

COURAGEOUS LEADERSHIP AND PHILANTHROPY...

A Special Evening with Civic Leaders Sally Robinson and John Crawford

Tuesday, December 6, 2011
Levine Museum of the New South

5:30-6:30 PM: Reception and tour of *COURAGE: The Carolina Story that Changed America* exhibit

6:30-7:30 PM: Program and Q&A

Audience: AFP Charlotte board members, CFREs, and fundraising professionals with 10+ years of experience

AFP Charlotte Chapter has planned a special evening with two of Charlotte's most respected civic leaders, **Sally Robinson** and **John Crawford**.

Twenty years ago Sally and John founded two important institutions, [Levine Museum of the New South](#) and The [Charlotte Housing Authority Scholarship Fund](#), respectively. During the program, they will discuss the courage it took to start these organizations, the challenges of the time and the most important lessons they learned. They will share their insights and wisdom on

philanthropy and leadership that all fundraisers could benefit from.

Cost: \$15 AFP Members - \$25 Guests

RSVP by: Tuesday, November 29, 2011 [Registration Link](#)



Try it FREE today.