



## The Campaigner

Issue: # 1

January 2010



### Letter From 2010 Chapter President

**Doug Hartjes, CFRE**

At the beginning of each year, I like to ask donors and colleagues if they have any resolutions or hopes for the new year. I typically get a wide range of answers, but there seemed to be a common theme to the answers this year: Prosperity.

I think you might agree that none of us would care to repeat the challenges that 2009 brought. It impacted our families and friends, our organizations and the people they serve. And that's exactly why I am greeting 2010 with great optimism and vigor!

Your AFP Charlotte Board of Directors has been working diligently over the last several months on a new strategic plan that will challenge us to increase the value and impact of your membership in AFP. Our focus in 2010 and beyond will be on the following four priorities:

- **Strengthen and improve the chapter's structure, effectiveness and financial sustainability**
- **Provide high quality, relevant education to increase career knowledge, support and advancement**



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#### Upcoming Meetings

[January 20, 2010](#)

**How To Walk The Walk and Not Just Talk the Talk:** Eric Frazier

[February 17, 2010](#)

**The Truth About What Nonprofit Boards Want:** June Bradham

[February 22, 2010](#)

**Major Gifts Affinity Group Meeting**

[March 17, 2010](#)

**Paying It Forwards: Youth Philanthropy in North Carolina:** Eric Rowles

**2010 Board**

**President**

- **Attract, engage and retain a diverse membership**
- **Increase public awareness of the chapter & its role in promoting ethical professional fundraising and philanthropy**

So what will 2010 hold for you? What goals and hopes do you have for the new year? What legacy will you have in 2010 and how will AFP play a role in achieving your goals?

I hope that one of your 2010 resolutions will be to consider how you will get more deeply involved with your AFP chapter. We want and need your input and expertise to help make our chapter even stronger. I encourage you to look at the chapter committees listed within this newsletter and contact the committee chairs to learn more about how you can get involved. I can assure that your call will be greeted enthusiastically!

You may have heard a local home improvement store's slogan "let's build something together". Well, I feel the same way about our AFP Charlotte Chapter. Together, we will continue to build a strong chapter that drives philanthropy throughout our community.

I welcome your feedback any time and encourage you to [contact me](#) with your ideas or questions about our chapter. I wish you a very prosperous 2010!

Doug Hartjes, CFRE

## January Meeting

January 20, 2010 11:30 am

To kick-off 2010, join us for a presentation from **Eric Frazier** of the [Charlotte Observer](#): **How to Walk the Walk and Not Just Talk the Talk: The principles and practice of nonprofit accountability from a journalist's perspective.** Eric's talk will be followed by exciting roundtable discussions.

[More Information or to Register](#)



## Board Profile

**Sharon Harrington**

Sharon Harrington will chair the 2010 National Philanthropy Day Committee. Sharon has a varied background in development and, before that, in municipal government. She has served as Director of Development for the College of Liberal Arts and Sciences at UNC Charlotte since 2006. Prior to joining UNC Charlotte, Sharon served as Director of Parent Programs at Davidson College, and, before that, she worked at the Foundation for the Carolinas. Before moving to Charlotte in 1999, Sharon served as director of two municipal departments for the City of New Orleans.

Sharon, however, calls herself a "recovering attorney." After graduating with

Doug Hartjes, CFRE  
Chief Philanthropy  
Officer  
Crisis Assistance  
Ministry

### President-Elect

Amy Tribble  
Director of  
Development  
Council for Children's  
Rights

### Vice President, Outreach/Diversity

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

### Vice President, Membership

Michelle Hamilton,  
CFRE  
Development Officer  
Crisis Assistance  
Ministry

### Vice President, External Relations

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

### Vice President, Professional Advancement

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

### Secretary

Jamie Hayes, CFRE  
Director of  
Development  
Presbyterian Hospital  
Foundation

### Treasurer

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

### Past President

Beth Fischer, JD,  
CFRE

a BA from the University of Delaware, Sharon received her JD from Duke Law School. Her first work experience after law school was at a major law firm in Washington, DC. She credits her transition from law into a life of public service in part to the mentorship of Nathalie Walker, a fellow attorney in New Orleans.

Sharon explained that Walker helped steer her towards her first public interest job - at the Sierra Club Legal Defense Fund (now Earthjustice Legal Defense Fund). She also cites Bart Landess of the Foundation for the Carolinas as a local mentor and friend. Sharon finds her current work at UNC Charlotte very rewarding, connecting her with alumni and friends in a dynamic, growing environment.

Sharon is married to another attorney, Rob Harrington. The recent "empty nesters" have one child, a son who is a freshman at Morehouse College. Next year, however, Sharon will have her hands full as Chair of the 2010 National Philanthropy Day Committee for AFP - and she's looking for a few AFP members to help in this effort. If you're interested, contact Sharon at 704-687-0082 or by [EMAIL](#).



## Get Involved!

### Volunteers Wanted!

Want to help your chapter in 2010? Get involved on a committee - it's a Win-Win scenario! Below are current committees and contact information. Reach out today!

#### Membership

##### Michelle Hamilton, CFRE

Development Officer  
Crisis Assistance Ministry  
[michelle@crisisassistance.org](mailto:michelle@crisisassistance.org)

#### Marketing & Communications

##### Armen S. Boyajian

Director of Leadership Giving  
Catholic Diocese of Charlotte  
[asboyajian@charlottediocese.org](mailto:asboyajian@charlottediocese.org)

#### Professional Advancement

##### Todd Hartung, Jr.

Associate VP Alumni Programs & Annual Giving  
[Hartungt@queens.edu](mailto:Hartungt@queens.edu)

#### Mentoring

##### Linda Breen

Director of Development  
The University of North Carolina at Charlotte  
[lbreen@uncc.edu](mailto:lbreen@uncc.edu)

#### NC Philanthropy Conference

Director of  
Development  
Belk College of  
Business, UNC  
Charlotte

#### Programs

Tamara Brainerd,  
CFRE  
Vice President,  
Operations, Junior  
Achievement of  
Central Carolinas

#### Mentoring

Linda Breen  
Director of  
Philanthropy  
College of Education  
UNC Charlotte

#### National Philanthropy Day

Sharon Harrington  
Director of  
Development  
UNC Charlotte

#### NC Philanthropy Conference Chair

Shannon Hinson  
Director of Annual  
Fund  
Thompson Child &  
Family Focus

#### Senior Forum

Patton McDowell  
Patton McDowell &  
Associates, LLC

#### Diversity

Kishshana Palmer  
Teele

#### Scholarships

Kelly Lynn  
Director of  
Development &  
Community  
Engagement  
Charlotte Emergency  
Housing

**Chapter  
Administrator**  
Sharon Tripp

**Shannon Hinson**

Director of Annual Fund  
 Thompson Child & Family Focus  
[shinson@thompsoncff.org](mailto:shinson@thompsoncff.org)

**Diversity**

Kishana Palmer Teele  
[kishana.teele@gmail.com](mailto:kishana.teele@gmail.com)

**Programs****Tamara Brainard, CFRE**

Vice President, Development  
 Junior Achievement of Central Carolinas  
[tbrainerd@jacarolinas.org](mailto:tbrainerd@jacarolinas.org)

**National Philanthropy Day****Sharon Harrington**

Director of Development  
[scharrin@uncc.edu](mailto:scharrin@uncc.edu)

**Scholarships****Kelly Lynn**

Director of Dev & Comm Engagement  
 Charlotte Emergency Housing  
[kellyl@charlotteemergencyhousing.org](mailto:kellyl@charlotteemergencyhousing.org)

## Trends: In 2010, Expect Charitable Donors to Keep Giving Through Long-Term Pledges

**From AFP International**

Businesses and individuals hit hardest by the economy's slide have shifted charitable giving patterns to longer-term pledges and gift commitments rather than ceasing to give altogether, according to a study released by the Association for Healthcare Philanthropy (AHP).



The Association for Healthcare Philanthropy (AHP) benchmarking study revealed that the most effective fundraisers use a variety of well-rounded programs and activities to raise money, shattering the myth that big ticket galas, golf tourneys and telethons are the only way to attract donors. The most successful philanthropic programs have a sustained emphasis on building relationships and cultivating major gift donors. Data were gathered from 58 foundations that support non-profit hospitals across the U.S. and Canada, focusing on the 2008 fiscal year when the recession's full impact was hitting charities hard. [Read More](#)

## Our Mission

**Mission:** The Charlotte Chapter is a member-focused professional organization that advances philanthropy by promoting effective and ethical fundraising.

We accomplish this through education and training, promoting credentialing, providing resources, networking, mentoring, advocacy and recognition.

### From AFP International



The AFP Resource Center maintains a number of topical research and knowledge blogs to assist, guide, and inform both members and non-members interested in the world of fundraising. These blogs are updated daily, and you can leave comments on what you read.

[Read More](#)

**Got News?** We'd like to feature news about our members in 2010, so if you have articles of interest, please pass them along to us.

[Armen S. Boyajian](#)  
 VP, External Relations  
 AFP Charlotte Board



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