

**Association of Fundraising Professionals
Greater Madison Chapter
2013 Slate of Officers**

Dan Plummer, DMA - President

Kirsten Houghton, CPA, MBA - President Elect

Jennifer Jeffress Collins - Immediate Past President

Lori Werbeckes, CFRE - Secretary

Terrie Goren, CFRE - Treasurer

Keith VanLanduyt - Communications Co-Chair

Cheryl Porior-Mayhew - Communications Co-Chair

Paul Harrison - Diversity Chair

Adam Erdmann - Membership Co-Chair

Anna Reynolds - Membership Co-Chair

Julie Bauer - National Philanthropy Day Co-Chair

Peggy Halloran - National Philanthropy Day Co-Chair

Amy Overby - Professional Development Chair

Nicole Hoffmann - Program Chair

Judy Brannstrom - Scholarship Chair



2012 Annual Report

**AFP Greater Madison Chapter
Annual Meeting
December 18, 2012**

2012 Highlights

- Hosted 10 chapter meetings with educational presentations with an average of 62 people in attendance per meeting. This represents a sizable attendance increase, up from an average of 43 in 2011.
- Facilitated 4 Networking Breakfasts for 18 attendees per session.
- Held four webinars on a variety of timely topics.
- Net increase of membership by 1% to 151 members. We have 43 new members and a retention rate of 63%.
- Attained Ten Star Status from AFP International for the seventh year in a row.
- Distributed \$2,365 in scholarships to 11 members for professional development.
- Posted 96 advertisements to the Jobs Board to provide service to the field for career advancement.
- Co-presented Gender and Generosity one-day workshop with UW Foundation and Madison Community Foundation for 64 participants.
- Offered 2-day CFRE course for 16 members, drawing on local and national audience.
- Increased Philanthropy Day sponsorships by \$4000 over 2011 and hosted 440 guests in a sold out Overture Center luncheon.
- Celebrated the 25th Anniversary of Philanthropy Day and AFP in Madison!

Thank you!

Every Member Campaign Honor Roll

The following chapter members helped us exceed our 2012 EMC goal by 66%. Based on these gifts, the grant back to our chapter in 2013 will grow and benefit our membership even more!

David E. Allen
Darlene Arneson
Julie Bauer
Judith Brannstrom
Cheri Dubiel Buckner
Jennifer Jeffress Collins
Josie Collins
Sara DeKok, CFRE
Joan Deming
Sara DeTienne
Patricia L. Eldred, CFRE
Adam Erdmann
Lisa Gundlach
Peggy Halloran
Marcy Heim
Nicole Hoffmann
Kirsten Houghton, CPA, MBA
Jennifer Karlson
Howard Landsman
Edward Lee
Daun Maier, CFRE
Renee Moe
Amy Overby
Dan Plummer, PHD
Kristi Shepard
Cynthia Spencer, MBA
Michael Sweitzer-Beckman
Kristi L. Thering-Tuschen
Keith VanLanduyt
Lori Werbeckes, CFRE
Chris Ziemba

2012 Chapter Leadership

Officers

President	Jennifer Collins
President Elect	Dan Plummer, PhD
Secretary	Lori Werbeckes, CFRE
Treasurer	Kirsten Houghton, CPA, MBA
Co-Treasurer	Terrie Goren
Immediate Past President	Cheri Buckner

Committee Chairs

Communications Chair	Patricia Eldred, CFRE
Communications Co-Chair	Keith Van Landuyt
Program Chair	Nicole Hoffmann
Diversity Chair	Edward Lee
Scholarship Chair	Judy Brannstrom
Membership Chair	Adam Erdmann
National Philanthropy Day Chair	Dan Plummer, PhD
Vice Chair	Julie Bauer
Vice Chair	Peggy Halloran
Professional Development	Amy Overby

Tami Belden, Chapter Administrator

Mission

AFP Greater Madison is a partnership of people and organizations devoted to advancing ethical and effective philanthropy through education, professional development, networking and outreach.

AFP Greater Madison Chapter

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2012 Action Plan Highlights

Goal I: Increase resources for the chapter.

- Objective 1: Increase the impact of Philanthropy Day for the chapter and community.
- Objective 2: Continue chapter-wide ongoing sponsorship program.
- Objective 3: Explore opportunities for sponsorships from Philanthropy Day award recipients.

Goal II: Provide quality, professional activities to increase and enhance career knowledge, advancement and outreach.

- Objective 1: Program Committee provides quality and relevant monthly programs and webconferences.
- Objective 2: Provide the opportunity for chapter members to gain overall fundraising knowledge and the opportunity to earn CFRE credential.
- Objective 3: Provide a one-day workshop on a relevant topic every year.
- Objective 4: Provide quarterly Networking Breakfast opportunity.

Goal III: Every member is fully informed about chapter activities and benefits.

- Objective 1: Implement new chapter website.
- Objective 2: Send out member e-newsletter six times per year.
- Objective 3: Continue job board on website.
- Objective 4: Develop stronger presence in social media.

Goal IV: Our chapter is positioned as a leader for ethical fundraising in our community.

- Objective 1: Provide legislative updates on philanthropy issues to membership as needed in concert with media outreach.
- Objective 2: Provide annual fundraising ethics education opportunity.

Goal V: Strengthen chapter membership through engagement, communication and volunteerism.

- Objective 1: Create a dynamic plan for balancing paid staff with volunteer support to the chapter.
- Objective 2: Increase participation in chapter activities.
- Objective 3: Effectively communicate benefits to membership.
- Objective 4: Identify the opportunities for members to develop their capacity as volunteers leaders.
- Objective 5: Encourage a diverse membership base in relation to age, gender, organization, size, ethnicity, organizational mission to reflect the greater

**AFP - Greater Madison Chapter
2012 Budget to Actual Results**

	Budget 2012	Actual as of 12/11/2012	Percentage Variance
Revenue:			
Philanthropy day sponsorships	14,000	22,500	160.7%
Philanthropy day registration	14,570	14,490	99.5%
Philanthropy day in-kind	10,645	8,099	76.1%
Monthly chapter program mtgs	7,000	13,131	187.6%
Monthly chapter program sponsor	1,800	1,500	83.3%
Webconferences	1,659	1,203	72.5%
CFRE survey course	2,500	6,145	245.8%
Seminars/workshops/sponsorship	3,500	8,355	239.0%
Seminars/workshops in-kind	2,000	-	0.0%
Job board	2,500	3,175	127.0%
AFP member rebate	4,000	4,445	111.0%
EMC rebate/grant	275	-	0.0%
Networking breakfast	600	630	105.0%
Nakoma CC in-kind	3,400	3,400	100.0%
Other income	500	232	47.0%
Total income	68,949	87,305	127%
Expenses:			
Philanthropy day	22,435	22,423	99.9%
Philanthropy day in-kind	10,645	8,099	76.9%
Programs	12,729	12,595	98.9%
CFRE survey course	2,700	4,072	150.8%
Seminars/workshops	2,300	8,472	368.0%
Seminars/workshops in-kind	2,000	-	
Communications	240	20	8.5%
Scholarships	2,500	1,120	11.8%
Membership	1,775	1,076	60.6%
Diversity	750	-	0.0%
Administration	10,737	10,692	99.6%
Total expenses	68,811	68,569	88.0%
Net income / (loss)	\$ 138	\$ 18,736	

A Special Thank You to the 2012 Sponsors

Monthly Meeting Sponsors

Alliant Energy Foundation
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Nakoma Golf Club
SVA Certified Public Accountants, S.C.
The Employer Group
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UW Foundation Women's Philanthropy Council

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Silver Sponsor

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