



Greater Madison Chapter
PO Box 364
Madison, WI 53701



President's Column



By Howard Landsman,
Chapter President

This is a pivotal season in the history of our chapter. Our year-long strategic planning process has identified several major new initiatives that can help sustain and enhance Greater Madison's philanthropic culture and establish a new role for AFP in catalyzing collaborative efforts to lift all boats in the nonprofit community. By the time you read this newsletter, the board will be pondering the results of the March 2005 survey aimed at identifying the initiatives having the greatest support amongst chapter members. You'll be hearing more about this in the coming weeks and months. Please stay tuned.

As the Wisconsin landscape turns increasingly green, it's also a time of regeneration for the volunteer committees that keep delivering and improving our chapter programs and services. We're already blessed with a very high rate of member involvement: nearly 40% the last time we counted! Committee work is a great way to develop your web of professional relationships and deepen your knowledge of the field and our community. Every one of our committee chairs will welcome new members, and their contact information is listed elsewhere in this newsletter. Please consider pitching in. You'll receive as much as you give.

A quick heads-up about an upcoming chance to voice your feelings and ideas about AFP International (IHQ). Our IHQ regional staff rep, Cynthia Sanford, will be visiting us sometime in the coming months. She'll be attending one of our monthly chapter meetings and meeting with the board. Watch our listserv for more information about this opportunity.

And speaking of the listserv, if you're not yet a subscriber and would like to join, simply contact our Membership Chair, Judy Keel (steel@chorus.net, 278-1767). The listserv is a great way to tap the expertise of your fellow chapter members, to share information about a neat article you just read or program you just attended, to publicize an upcoming program sponsored by your organization, etc.

Finally, thanks to the generosity of the following 37 chapter members, including 100% of the board of directors, our chapter's 2004 Every Member Campaign was the most successful in our history. The 2004 campaign exceeded our goal and raised \$1,245 to support the work of the AFP Foundation for Philanthropy. Let's try to do even better in the 2005 campaign, coming up later this year.

Best wishes for a happy, healthy and prosperous Spring.

AFP Greater Madison Chapter Board of Directors, 2005

Howard Landsman, President
Grants and Fund Developer,
Madison Metropolitan School District

Kristi Shepard, President-Elect/Vice President
Director of Leadership Giving
United Way of Dane County

David Malone, Secretary
Partner, McDonald & Schaefer

Chris Ziemba, Treasurer

JoAnn Stormer, Immediate Past President
and Scholarship Chair; Executive Director,
Wisconsin Rural Leadership Program
University of Wisconsin Extension

Amy Bliss, Government Relations Chair
Executive Director; Tomorrow's Home Foundation

Patricia Eldred, CFRE, Communications Chair
Director of Development and Communications
Independent Living, Inc.

VACANT, Diversity Chair

Judy Keel, At-Large, Membership Chair,
Owner, Keel Consulting Services

Miriam S. Boegel, CFRE, Program Committee Designee
Director of Development, South Central Wisconsin
Alzheimer's Association

Bob Dinndorf, CFRE, Certification Chair
Executive Director, MATC Foundation

Andrew Broderick, CFRE, Philanthropy Day Chair
Major Gifts Officer, St. Mary's Hospital and Care Center
Foundation

Mona Adams Winston, Scholarship Chair
Second Harvest Foodbank of Southern Wisconsin

Other Committee Chairs:

Judith Siers-Poisson, Program Committee Chair
Senior Development Officer, Wisconsin Historical
Foundation

Calendar compiled by Lynne Robertson. Send listings to her at lrobertson@ci.madison.wi.us.

APRIL

April 10, Bowl 1000 for Epilepsy at Bowl-a-Vard Lanes for Epilepsy Foundation of S.C. Wisconsin. For information 442-5555.

April 12, Noon - 1:30 pm, Chapter Program: "Working with Newsletters and Digital Photography." Blackhawk CC

April 16, Youth Service Day. Projects are available all day, all over Dane County. Contact Chad Simmons at 246-5482 or csimmons@uwdc.org for more information.

April 29, 11:30 am - 1:45 pm, The United Way Community Volunteer Award Luncheon will be held at the Madison Concourse Hotel. Contact Burlie Williams at 246-4390 or burliew@uwdc.org for more information.

MAY

May 3, Noon - 1:30 pm, Audioconference Topic: "Raising More Money: Building the Bridge from Annual Fund to Endowment."

May 10, Noon - 1:30 pm, Chapter Program: "Ethics in Fundraising."

JUNE

June 7, Noon - 1:30 pm, Audioconference Topic: "Beyond the Essentials of Acknowledgement and Recognition."

June 10, Charter Digital / Epilepsy Foundation Golf Tournament at University Ridge Golf Course. For information 442-5555.

June 14, Noon - 1:30 pm, Chapter Program: "Analyzing & Building a Direct Mail Program."

Developments is the local newsletter of The Greater Madison Chapter of the Association of Fundraising Professionals (AFP). Published three times a year, it shares news about its members and the local and national association. To join AFP, please contact Judy Keel at steel@chorus.net or (608) 278-1767.
Editor: Arthur Upham; Printer: SprintPrint

Strategic Planning Efforts



By JoAnn Stormer, Strategic Planning Committee Chair

The Strategic Planning Committee has developed Seven Strategic Initiatives. These initiatives are being considered as new undertakings for our Chapter.

It is not our intention to replace any of our current Chapter offerings.

- 1: Diversity Efforts
- 2: Philanthropy Awareness Campaign
- 3: Host a Conference Focused on Fundraising
- 4: Professional Development Program For Fundraisers In Greater Madison
- 5: Engage Youth in Philanthropy
- 6: Create a Greater Madison Nonprofit Network
- 7: Develop A Multi-Service Not-for-Profit Center

Much of our Chapter's March board meeting (3/25/05) will consider your input with the intent to decide on a course of action by the time of the chapter board's April meeting (4/22/05). Finally, I'd like to recognize and thank the committee members who gave of their time, talent and energy to this effort on our behalf: Howard Landsman, Judy Steel, Bob Dinndorf, Mona Winston, Elaine Glowacki, Patricia Eldred, Nancy McGill, and Kristi Shepard.

CFRE Update



Robert J. Dinndorf, CFRE
Executive Director
Madison Area Technical College Foundation

The CFRE committee will offer the survey course in 2006. We have tentatively set the dates as May 4-5 2006. This year we will put together a study group option for anyone who has formally registered by May 14 to take the

CFRE test July 14, 2005. Anyone who has questions can contact me for additional information—rdinndorf@matcmadison.edu or (608)246-6440.

2005 AFD Committee Chairs & Contacts

Certification Committee: Bob Dinndorf, Chair,
246-6440, rdinndorf@matcmadison.edu

Communications Committee: Patricia Eldred, Chair
274-7900, peldred@independliving.com

Diversity Committee: Chris Ziemba, Interim Contact
455-1156, cziemba@tds.net

Government Relations Committee: Amy Bliss, Chair
255-3131, amy@wmha.org

Membership Committee: Judy Keel, Chair
278-1767, steel@chorus.net

Philanthropy Day Committee: Andy Broderick, Chair
258-5652, andrew.broderick@smhc.com

Program Committee: Judith Siers-Poisson, Chair
264-6401, jsipoisson@whs.wisc.edu

Scholarship Committee: Mona Adams Winston, Chair
223-9121 x 112, mwinston@secondharvest.org

Strategic Planning Committee: JoAnn Stormer, Chair
263-5024, joann.stormer@ces.uwex.edu

AFP Scholarships Awarded



Mona Winston
Second Harvest Foodbank

Congratulations! Ruth Ann Schoer, Felicia Jones, and Patricia Eldred have been awarded Chapter Scholarships to attend the upcoming AFP International Conference in Baltimore, April 2005.

2004 Philanthropy Day Award Recipients



Philanthropy Day 2004 was celebrated by more than 400 AFP members, award winners, community leaders and guests on Friday, November 12. A more perfect setting does not exist in Madison than the beautiful Overture Center for the Arts, described as the "house that philanthropy built." The lobby on

the main level provided just enough room for guests as attendance reached capacity. The format for this year's celebration included a preprinted program with award winners' background information which allowed for more time to hear acceptance speeches. Past award winners were asked to stand and be recognized during the event. The Philanthropy Day celebration once again proved to be an inspirational and moving tribute to all of those in our community who give of their time, resources and talents.



Outstanding Individual Philanthropist

John Taylor, nominated by Foundation for Madison's Public Schools

Outstanding Volunteer Fund Raiser

Mary Lang Sollinger, nominated by Madison Area Technical College Foundation

Outstanding Business or Corporation

Mid-West Family Broadcasting, nominated by Independent Living, Inc.

Outstanding Philanthropic Foundation/Organization

Junior League of Madison, nominated by Breast Cancer Recovery Foundation, Inc.

Outstanding Fundraising Executive

Sue Ullsvik, Director, Oakwood Foundation, nominated by Wendy Coe, CFRE

Outstanding Young Philanthropist

Alejandro Aleman, nominated by United Way of Dane County and Atwood Community Center

Lifetime Achievement

Loren Mortenson, nominated by United Way of Dane County



Mark your calendars, everyone! November 11, 2005 for lunch at the Overture Center with the newest Philanthropy Day Award recipients! Keep your eyes and ears open for the nomination papers, start dreaming about filling in nomination papers and let's have an even more wonderful event. Remember the whole point is celebrating the generous hearts this community is blessed to have.

New AFD Members

On behalf of all chapter members, we'd like to welcome all these new members! What a tremendous addition to our Chapter and to our Community. Current members, be sure to welcome these newcomers to the Chapter.

Robert Allen
Cheryl Balazs
Katy Byrnes
Susan Corwith
Joan Deming: Eve
Galanter
Chad Harris
Sally Hink
Gordon Hurd
David LeDuc
Edward Lee
Jennifer Niemeier

David O'Dell
Tracey Pederson
Melisa Perez
Douglas Pierce
Peter Schmeling
Kiki Setterlund
Mary Sherer
Kristi Stanton
Laurie Stensland
Kristi Thering-Tuschen
Martha Truby
Ellen Voie