



Greater Madison Chapter  
PO Box 364  
Madison, WI 53701

Creating a Community Where Doing Good is What We Do Best

## Calendar of Events

### March

March 9, 12 - 1:30pm, AFP Audioconference "Retool Your Case for Support," by B. Ciconte, CFRE.

March 21, 12 - 1:30pm, AFP Chapter Program "Tips on Working with Print Media and the WI State Journal Nonprofit Advisory Board," E. Foley, WI State Journal.

### April

April 11, Epilepsy Foundation Bowl 1000 at Bowl-a-Vard Lanes. Madison Call 442-5555 or [www.epilepsyfoundation.org/socentralwisc](http://www.epilepsyfoundation.org/socentralwisc).

April 18, 12 - 1:30pm, AFP Chapter Program "Donor Reseech," Assoc. of Prof. Researchers for Advancement.

April 19, 12 - 1:30pm, AFP Audioconference "Leading Up: Transformational Leadership for Fund- raisers," L. Wagner.

April 27, United Way Community Volunteer Awards Breakfast, call 246-4380 or visit [www.unitedwaydanecounty.org](http://www.unitedwaydanecounty.org).

### May

May 9, 12:00 - 1:30pm, AFP Audioconference "Achieving Donor Loyalty," A. Sargeant.

May 16, 12 - 1:30pm, AFP Chapter Program "Writing and Submitting a Successful Grant Proposal," panel of grantmaking organizations.

May 21, 1 - 4pm, SARIS Spoke Out Bike and Walk to Prevent Child Abuse beginning and ending at Olin Park, featuring bike rides and walks of varied length. Call 256-3374 or see [www.preventchildabusewi.org](http://www.preventchildabusewi.org).

### June

June 7, 12:00 - 1:30pm, AFP Audioconference "Endowment Building: Starting on a Firm Foundation," D. Newman, CFRE.

June 9, June 9, Epilepsy Foundation Golf Tournament at University Ridge in Verona, 442-5555 or [www.epilepsyfoundation.org/socentralwisc](http://www.epilepsyfoundation.org/socentralwisc) or contact Elaine Glowacki at 238-7103 or [elaine@glowacki.org](mailto:elaine@glowacki.org).

### October

October 19-20, The AFP Fundraising Survey Course will be hosted by AFP Greater Madison on Thursday-Friday, October 19-20 from 8am - 5pm each day at the MATC Downtown campus, 22 N. Carroll St. Madison. Contact Robert Dinndorf at 246-6440 or [rdinndorf@matcmadison.edu](mailto:rdinndorf@matcmadison.edu).



## The President's Column

By Kristi Shepard

This spring marks my tenth year as a member of the Association of Fundraising Professionals. The advances I have made in my career, the leadership opportunities I've been afforded and the professional friendships I have made can easily be linked to my involvement in the AFP-Greater Madison Chapter.

Like many members, I originally joined AFP for professional development, and I have learned much from local presenters, colleagues and through attendance at regional and international AFP conferences. Through the years I have realized even more benefit from my membership. I heard about my current position at United Way of Dane County because the opening was announced at a chapter meeting. And through volunteer activities such as co-chair of our local National Philanthropy Day celebration and committee service, I am now serving as president of the chapter. For all of this I am very grateful to the organization, the strength of which is found in our members.

Outgoing chapter board members JoAnn Stormer and David Malone have our thanks for their thoughtful leadership and promotion of philanthropy in our community. They've helped set the tone for our new Board, with whom I am thrilled to work-Judy Keel as President-Elect/Vice President, Patricia Eldred, CFRE, as Secretary, Chris Ziemba as Treasurer, Howard Landsman as Immediate Past President and Strategic Initiatives Chair, Amy Bliss as Government Relations Chair, Andy Broderick, CFRE, as National Philanthropy Day Co-Chair, Cheri Dubiel Buckner as Program Chair, Joan Deming as Communications Chair, Bob Dinndorf, CFRE, as Certification Chair, Elaine Glowacki as Membership Chair, Ed Lee as Diversity Chair and Mona Adams Winston as Scholarship Chair. In addition, Sue Abitz is returning to co-chair National Philanthropy Day with Andy.

Creating a Community Where Doing Good is What We Do Best

The theory that many hands make light work proves true for our chapter, and you're invited to join one of the standing committees or get involved in our strategic initiatives. We welcome your talent and commitment, and as I've noted, AFP membership provides a great return on investment.

This promises to be another exciting year of growth and change for our chapter, and I'd like to share a few highlights. We've hired Morgan Data Solutions, LLC to handle our membership database and Philanthropy Day registrations. This allows our volunteers to focus on other member services and expand the scope of Membership and Philanthropy Day Committee activities. We are exploring additional sponsorship opportunities with community partners and have already had businesses express interest in supporting our chapter activities! Work with our Strategic Initiatives action teams will pick up steam this year, and Howard provides an update in this newsletter.

Finally, remember that our monthly chapter meetings have moved to the third Tuesday of each month. The Program Committee has created a compelling line-up of topics and presenters, so make sure you attend on the right day.

Thank you, AFP. The next ten years promise to be even better.



Kristi Shepard with William R. Sims, one of the founding members of the Association of Fundraising Professionals

### AFP Greater Madison Chapter Board of Directors, 2006

Kristi Shepard, President  
United Way of Dane County

Judy Keel, Vice President / President-Elect  
Keel Consulting Services

Patricia Eldred, CFRE, Secretary  
Independent Living, Inc.

Chris Ziemba, Treasurer  
Three Gaits, Inc.

Howard Landsman, Immediate Past President  
Strategic Initiatives Chair  
Madison Metropolitan School District

Sue Abitz, National Philanthropy Day Co-Chair  
Breast Cancer Recovery Foundation, Inc.

Amy Bliss, Government Relations Chair  
Tomorrow's Home Foundation

Andrew Broderick, CFRE  
National Philanthropy Day Co-Chair  
St. Marys Hospital and Care Center Foundation

Cheri Dubiel Buckner, Program Chair  
Community Shares of Wisconsin

Joan Deming, Communications Chair  
Middleton Outreach Ministry

Robert Dinndorf, CFRE  
Certification Chair  
MATC Foundation

Elaine Glowacki, Membership Chair  
A Person-to-Person Business

Ed Lee, Diversity Chair  
Urban League of Greater Madison, Inc.

Mona Adams Winston  
Scholarship Chair  
Second Harvest Foodbank of Southern Wisconsin

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.

Editor: Arthur Upham; Printer: SprintPrint Calendar compiled by Lynne Robertson. Send listings to her at [lrobertson@ci.madison.wi.us](mailto:lrobertson@ci.madison.wi.us).

# 2005 Every Member Campaign Surpasses Goal

By Howard Landsman, 2005 Foundation Development Chair

Thanks to the generosity of the following 37 chapter members, including 100% of the board, our 2005 Every Member Campaign (EMC) for the AFP Foundation for Philanthropy was the most successful in our history. Together, we easily surpassed our \$1,300 goal, raising \$1,590 (a 28% increase over last year) and triggering a Foundation grant of just under \$400 to support the work of our four strategic initiative action teams.

Sue Abitz	Bob Dinndorf, CFRE	Howard Landsman	Becky Steinhoff
Lois Baseler	Cheri Dubiel Buckner	Ed Lee	Jim Stickels, CFRE
Laura Bird	Patricia Eldred, CFRE	Dave Malone	JoAnn Stormer
Amy Bliss	Jeanne Engle	Renee Moe	Art Taggart
Miriam Boegel, CFRE	Dennis Graham	Natural Resources	Sue Ullsvik, CFRE
Carl Bolstad	Melinda Heinritz	Foundation of Wisconsin	David Wandel
Scott Braucht	Kris Hoffman	(Charlie Luthin)	Eileen Wilson
Andy Broderick, CFRE	Paul Kamps	Ruth Ann Schoer	Mona Adams Winston
Beth Busscher	Sharyl Kato	Kristi Shepard	Chris Ziemba
Wendy Coe, CFRE	Judy Keel	Judith Siers-Poisson, CFRE	

I hope all chapter members will give serious consideration to supporting the Foundation when new campaign chair, Judy Keel, launches our 2006 EMC later this year.

## Kudos, Changes & Notes

By Patricia L. Eldred, CFRE

Director of Development and Communications  
Independent Living, Inc.

**Kris Hoffman** was recently promoted to Director of Donor Relations at the National Credit Union Foundation.

**Karen Majkrzak** is the new Executive Director of the Wisconsin Council of the Blind & Visually Impaired. She replaces Dick Pomo who retired in December.

**Judith Siers-Poisson**, CFRE, was promoted to Associate Director of the Center for Media and Democracy.

**The Breast Cancer Recovery Foundation, Inc.** received the single largest gift in its history - \$87,500 from a joint fundraising campaign led by American Family Insurance and the Green Bay Packers. Packer fans from across the United States purchased pink breast cancer awareness caps and collectively raised over \$1,000,000. Twelve organizations shared in the proceeds including the Breast Cancer Recovery Foundation.

AFP-Greater Madison Chapter has been named a Ten Star Chapter by AFP International. Ten Star status means that our chapter is a model for all chapters to emulate based on programming, membership growth and community involvement. We should all be very proud of the work our chapter has done and continues to do. Thank you for your leadership!



## Welcome New Members

Susan Cotten

**Robin Johnson**, Madison Symphony Orchestra

**Jennifer Karlson**, YMCA of Dane County, Inc.

**Katie Krueger**, Sun Prairie Area School District

**Ingrid Kunding**, American Red Cross

**Stevan Leger**, YWCA Madison

**Bonnie Lueck**, Agronomic Science Foundation

**Daun Maier**, Diocese of Madison

**Jim McMullen**, KANDU Industries, Inc.

**Linda Murray**, WI Rural Leadership Program

**Meg Nelson**, Natural Heritage Land Trust

**Siobhan O'Connell**, Madison Country Day School

**Katy Ryder**, WI Chamber of Commerce Foundation

**Debra Schwabe**, YWCA Madison

**Susan Winter**, Northwoods Inc. of Wisconsin

### MEMBERSHIP INCENTIVE PROGRAM:

If a member recruits someone who joins AFP, they can attend 6 Audioconferences for free! Contact Elaine Glowacki, Membership Chair, at [elaine@glowacki.org](mailto:elaine@glowacki.org).

Special thank you to Accurate Response for sponsoring the February 2006 AFP Chapter meeting.

## Thank You From Art and Sue Lloyd

2005 recipients of the Lifetime Achievement Award



We want to express our thanks to everyone for the wonderful honor we received at last Friday's National Philanthropy Day Celebration.

Awesome seems to be the only word to express our feelings at having received the "Lifetime Achievement Award," especially after the beautiful luncheon in such a unique setting with so many wonderful people all of whom have done so much.

We will always enjoy the gorgeous vase, both for itself and for the recollection it will provide of yesterday's occasion.

As we said in our remarks, we are appreciative of the opportunity you have given us to share something about our philanthropy and social change work in general. In addition, we are so pleased to have come in contact with the Association of Fundraising Professionals. We will look forward to following your activities and contacts in the future.

With very best wishes,  
Sue and Art

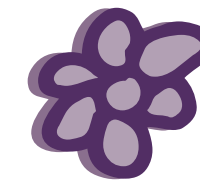


2005 Philanthropy Day Award Recipients and nominators.

Photo courtesy of Paskus Studios

## AFP Philanthropy Day 2005 In Review

Andy Broderick, CFRE, Philanthropy Day Committee Chair



I'm thrilled to report that once again the Greater Madison Chapter of AFP achieved success with Philanthropy Day. From the onset, the committee knew that trying to repeat the stellar job that Barb McCarthy, the 2004 Chair, provided would be a challenge—over 400 registered and moving to the new Overture Center!

However, we were up to the challenge! 360 were registered to attend the 2005 event, which saw a wonderful blend of philanthropic role models honored that day. The highlight for me was listening to Outstanding Volunteer Fundraiser, Karen Christianson. She reminded me why I enjoy this profession so much.

A special thank you to all of our sponsors. You enabled us to raise \$10,000 from the event in sponsorship alone—a new high!

As we prepare for the 2006 event, we are always looking for more individuals to help us create a success. Please feel free to contact, 2006 Co-chair Sue Abitz or myself to get involved.

And finally, I would like to thank the Philanthropy Day Committee. Without their hard work and spirit, this would never have been possible. Sue Abitz, Rena Beyer, Susan Corwith, Kris Hoffman, Patrice Luer, Barbara McCarthy, Dan Muxfeld, Ruth Ann Schoer, Arthur Upham, Cathy Webb, and Marcia Whittington—thank you for a tremendous job!

**Presenting Sponsor:** Madison Gas & Electric

**Program Sponsors:** Alliant Energy, American Girl, American Family Insurance, CUNA Mutual Group, Johnson Bank, Madison Community Foundation, National Credit Union Foundation, St. Marys Hospital Medical Center, United Way of Dane County, United Way Foundation, and Wisconsin Planned Giving Council.

**Supporting Sponsors:** Associated Bank, Community Shares of Wisconsin, Great Wisconsin Credit Union, McDonald Schaefer Group, Paula Dollard (ReMax), UW Health, Wisconsin Community Fund

**Media sponsors:** O'Gara Publishing, Paskus Studios



## Greater Madison Chapter 2006 Committee Service Opportunities

<b>Committee Certification</b>	Plans and delivers study group program in areas of knowledge/practice covered by the CFRE exam, for members considering/seeking CFRE certification and others	Chair/Contact Robert Dinndorf, CFRE 246-6440 rdinndorf@matcmadison.edu
<b>Communications</b>	Promotes communications within the chapter (e.g. via listserv, newsletter, and website) and with the larger community (via media relations)	Joan Deming 828-9373 jdeming7@charter.net
<b>Diversity</b>	Fosters diversity within our chapter's membership and promotes awareness of diversity issues (e.g. via AFP Fellows mentoring program)	Ed Lee 251-8550 elee@ulgm.org
<b>Government Relations</b>	Education and information/referral source for members on public policy issues, and provider of tools and information to help members effectively participate in the political process	Amy Bliss 255-3131 amy@housingalliance.us
<b>Membership</b>	Manages monthly meeting and audioconference registration, the membership database, and relations with new and prospective members, and publishes the membership directory	Elaine Friedman Glowacki 238-7103 elaine@glowacki.org
<b>National Philanthropy Day</b>	Plans and conducts the annual National Philanthropy Day awards luncheon, our major annual special event that celebrates - and honors outstanding contributions to - philanthropy in our community	Andy Broderick, CFRE 258-5652 andrew_broderick@ssmhc.com  Sue Abitz 821-1140 sabitz@bcrf.org
<b>Program</b>	Plans and delivers our chapter's recurring educational programs, including monthly meetings and audioconferences	Cheri Dubiel Buckner 256-1066 ext 16 cbuckner@communityshares.com
<b>Scholarships</b>	Promotes the availability of scholarships to support members' participation in professional development programs, and reviews and acts on member applications for scholarships	Mona Adams Winston 223-9121 ext 112 mwinston@secondharvest.org
<b>Strategic Initiatives</b>	Coordinates implementation of our four strategic initiatives to advance philanthropy in Greater Madison via joint efforts with kindred organizations <ul style="list-style-type: none"> <li>Philanthropy Awareness Campaign Action Team</li> <li>Engaging Youth in Philanthropy Action Team</li> <li>Professional Development Program Action Team</li> <li>Greater Madison Nonprofit Network Action Team</li> </ul>	Howard Landsman 663-4947 hlandsman@madison.k12.wi.us  Patricia Eldred 274-7900 peldred@independenliving.com  Marcy Heim 772-6777 marcyheim@tds.net  Howard Landsman (see above)  Elaine Friedman Glowacki (see above)

## Calling All Members — Pitch in and Grow



New to AFP? Or, maybe you've been a member for a while and would really like to get more involved? Your timing is perfect! It's a new year, we have some new committee chairs, and we are launching new strategic initiatives. Your contribution of talent and time is welcomed and appreciated. Please consider joining one of the following committees this month:

A listing and description of all committees and strategic teams, along with contact information, is attached.

AFP Greater Madison Chapter is your key to learning and growing, meeting and enjoying the company of your peers and professional success. Get involved, have fun, and be the best you can be in 2006!

**Certification, Communications, Diversity, Government Relations, Membership, National Philanthropy Day, Program, or Scholarship OR join a Strategic Initiative Action Team (Philanthropy Awareness, Engaging Youth in Philanthropy, Professional Development, or Creating a Nonprofit Network).**

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## Advancing Our Strategic Initiatives

By Howard Landsman, Strategic Initiatives Chair

Last year, we tackled the question of how a group of 135 fundraising professionals could band together with kindred organizations and individuals to advance philanthropy in Greater Madison, with AFP in the role of community catalyst. Through our chapter's community-based strategic planning process, we answered this question last year by identifying four wide-ranging strategic initiatives and recruiting teams - and team leaders - to move each initiative forward.

ACTION TEAM	TEAM LEADER	CONTACT INFORMATION
Philanthropy Awareness Campaign	Patricia Eldred, CFRE	274-7900 peldred@independenliving.com
Engaging Youth in Philanthropy	Marcy Heim, CFRE	772-6777 marcyheim@tds.net
Nonprofit Network	Elaine Glowacki	238-7103 elaine@glowacki.org
Professional Development Program	Howard Landsman	663-4947 hlandsman@madison.k12.wi.us

After a lull in activity during the closing months of 2005, it's fair to say that each team is still at an early stage of development, with most still looking for volunteers to reach critical mass. Yet each team has also begun generating and sifting through ideas for projects, programs, activities and prospective partners. Here's a sampling of ideas currently under consideration:

- a program to bring donors into the public schools to speak directly with students;
- soliciting pro bono awareness campaign design work from local PR firms;
- outreach to professional financial advisers to help engage them in discussing charitable giving with their clients; and
- increasing networking through affinity group tables at monthly chapter meetings.

The chapter board has allocated \$5,000 from the operating budget to support the work of our action teams in 2006. But as with everything else we do in the chapter, our strategic initiatives will go as far and as well as the volunteer efforts of our members will take them. If you've got an idea you'd like an action team to consider, or if you'd like to join one of these teams, please contact the team leader in your area of interest. And stay tuned for progress reports through future issues of the newsletter, our chapter listserv, and our website.