



Greater Madison Chapter  
PO Box 364  
Madison, WI 53701  
[www.madisonafp.com](http://www.madisonafp.com)

Creating a Community Where Doing Good is What We Do Best

## Calendar of Events

### January

**January 15, Noon – 1:30 pm**, AFP Chapter Meeting: "Developing Your Annual Gifts Fund" at Blackhawk Country Club.

**January 16, Noon – 1:30 pm**, AFP Webconference: "The Fundraising Feasibility Study: It's Not About the Money," presented by Martin L. Novom, CFRE. At the United Way of Dane County, 2059 Atwood Avenue.

### February

**February 5, Noon – 1:30 pm**, AFP Webconference: "Lead to Succeed: How to Take Care and Be Recognized." Location to be determined.

**February 19, Noon – 1:30 pm**, AFP Chapter Meeting: "Organizing Special Events" at Blackhawk Country Club.

**February 28, 5:00 pm**, United Way of Dane County Annual Meeting at Monona Terrace, [EventRSVP@uwdc.org](mailto:EventRSVP@uwdc.org).

### March

**March 11, Noon – 1:30 pm**, AFP Webconference: "Fundraising in a Diverse World," presented by David Brown. Location to be determined.

**March 18, Noon – 1:30 pm**, AFP Chapter Meeting: Topic TBA, at Blackhawk Country Club.

**March 30 – April 2**, the 45th International Conference on Fundraising will be held in San Diego, California. For more information, visit [www.afpnet.org](http://www.afpnet.org).

Calendar compiled by Lynne Robertson. Send listings to Moira Urich at [moira@moiraurich.com](mailto:moira@moiraurich.com).  
*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 international association.  
To join AFP, please contact Emily Gruenewald at [egrueenewald@madisonyouthchoirs.org](mailto:egrueenewald@madisonyouthchoirs.org).  
Editor: Moira Urich; Printer: Xerlith Printing. Visit our AFP chapter online at [www.madisonafp.com](http://www.madisonafp.com).



Creating a Community Where Doing Good is What We Do Best

## The President's Column



By Kristi Shepard

As a society, we all seem to be seeking strong and positive leaders. We often question the leadership of those in elected office, in the corporate board room, or on the athletic field. And we are constantly trying to be better leaders ourselves, as evidenced by the variety of seminars and books promising to improve our skills—a quick Amazon search turned up nearly 222,000 titles on the subject.

Given that my position at United Way of Dane County is Director of Leadership Giving, I am keenly interested in how we identify and instill leadership. In philanthropy, I believe leaders and their actions can motivate and teach us about each other and ourselves. John Quincy Adams must have had philanthropy in mind when he said, "If your actions inspire others to dream more, learn more, do more, and become more, you are a leader."

Our 20th local celebration of National Philanthropy Day highlighted inspirational role models—from college students to employees to longtime community members. Each one saw a need in the community and provided leadership only they could provide. How thought provoking and heart warming to hear from people who invest their time, money, and influence to create a better world for others. Not only did they bring attendees to their feet, they brought them to tears. These honorees lead by example.

In October, Judy Keel, Jennifer Karlson, and I attended the first-ever Leadership Academy hosted by AFP. Rather than bring chapter leaders together to learn about fundraising techniques, our international Board decided to offer sessions on personal and professional development. I found it to be a very enlightening two days as I considered what my strengths are and what skills I'd like to improve. One session explored the question, "Are leaders born or made?" Our group decided that perhaps it's a little bit of both, but we all have something to learn about leadership.

We each have our own style of leadership, and how we demonstrate it is up to us. I've always been intrigued by the concept of the servant leader. The individual is a servant first, making the conscious decision to lead in order to better serve others, to enhance the growth of individuals in the organization, and to increase teamwork and personal involvement. I'm convinced this is how I can best support donors and volunteers.

As I conclude my term as president, I am very grateful for the leadership lessons I've learned from my colleagues on the Greater Madison Chapter Board and from our growing membership. It's been a privilege to serve you!

### AFP Greater Madison Chapter Board of Directors, 2007

Kristi Shepard, President  
United Way of Dane County

Judy Keel, 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  
Retired, Madison Metropolitan School District

Joan Deming, Communications Chair  
Pilgrims of Ibillin

Robert Dinndorf, CFRE, Certification Chair  
MATC Foundation

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

Cheri Dubiel Buckner  
Community Shares of Wisconsin

Eve Galanter, Government Relations Chair  
Galanter Public Affairs Consulting

Jennifer Karlson, Philanthropy Day Chair  
YMCA of Dane County, Inc.

Ingrid Kundering, Program Chair  
American Red Cross Badger Chapter



## Seven More Great Reasons to Become CFRE-Certified

By Robert J. Dinndorf, CFRE, MATC Foundation

1. This one always bears repeating: Becoming a Certified Fund Raising Executive (CFRE) grants you more credibility.

2. Certification demonstrates your commitment to the fundraising profession. Receiving CFRE certification shows your peers, supervisors, and donors your commitment to your chosen career and your ability to perform to set standards.

3. Certification enhances the profession's image. A CFRE certification program seeks to grow, promote, and develop professionals who can stand "out in front" as role models in the fundraising field.

4. Certification reflects achievement. CFRE certification is a reflection of personal achievement because you have displayed mastery of your field by meeting specific requirements and standards.

5. Certification builds self-esteem. CFRE certification is a step toward defining yourself beyond a job description or academic degree while gaining a sense of personal satisfaction.

6. Certification offers greater recognition from peers. As a CFRE certificant, you can expect increased recognition from your peers for taking that extra step in your professional career.

7. This one bears repeating too: Certification may provide for greater earnings potential. Studies show that, on average, CFRE certificants earn 17% more than their non-certified counterparts.

To read Bob's previous article, "Six Great Reasons to Become CFRE-Certified," see the summer 2007 issue of Developments by going to madisonafp.com.

For more information about the CFRE certification, visit [www.cfre.org](http://www.cfre.org) or visit with any of the CFRE members of AFP Greater Madison: Miriam Boegel, Wendy Coe, Bob Dinndorf, David LeDuc, Patricia Eldred, Marcy Heim, Judith Siers-Poisson, Greg Schultz, Ann Sitrick, or Sue Ullsvik.

## Welcome New Members

**Ericka Balgord**, WI Chamber Orchestra

**SueAnne Boyum**, Walbridge School

**Kristina Gae Clark**

**Susan Smedley Gerber**, Society of St. Vincent de Paul

**Terrie Goren**, Madison Public Library Foundation

**Deb Gorsuch**, Pardeeville Lakes Management District

**Lori Greenberg**, Planned Parenthood of WI

**Mark Alan Jones**, Beloit College

**Lynn Reed-Kendall**, Southwest Health Center

**Betsy Liotus**, University of WI Foundation

**Regina Lloren**, Bridge/Lake Point/Waunona Center (AFP Fellow)

**Chad McEachern**, Diocese of Madison

**Amy Mondloch**, Grassroots Leadership College

**Daniel Morse**, Hospice Care, Inc.

**Amy Nehls**, St. Mary's Foundation

**Tara Pabellon**, Askwright Creative, LLC

**Paul Ly Tong Pao**, Bayview Foundation, Inc. (AFP Fellow)

**Tariq Pasha**, Common Wealth Development (AFP Fellow)

**Marcie Pfeifer-Soderbloom**, Madison Metropolitan School District

**Jennifer Leigh Swenson**, HospiceCare, Inc.

**Lizabeth Tolles**

**Susan K.B. Urbas**, North American Lake Management

**Jamie Weissburg**

**Sally Wolff**, Gilda's Club Madison

### NEW MEMBERS INCENTIVE PROGRAM:

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

## Kudos

• **Rebecca Thorman** is the new Executive Director at Madison MAGNET, which focuses on attracting and retaining young talent and leadership in the Madison area.

• **Cindy Fesemyer** is the new Director of Development for the Wisconsin Community Fund.

• **Katie Krueger** presented "Beyond Email: How Online Tools Can Improve Communication from the Grants Office" at the 9th Annual Conference of the American Association of Grantwriting Professionals in November.

• **Sara Sianiko** is now CEO of The Pierce Nonprofit Support Center.

• **Elaine Glowacki** received her MBA from Edgewood College.

## Special Thanks to Our Sponsors

**Amy Lynn Schereck Photography**, for providing photos of our Philanthropy Day event.

**Awards Mail – Total Awards & Promotions, Inc.**, for sponsoring our September Chapter meeting.

**Suby, Von Haden & Associates, S.C.**, for sponsoring our October Chapter meeting.

If you know of a business or community organization that would like to sponsor a chapter meeting or other activity, please contact Judy Keel at [jakeel@charter.net](mailto:jakeel@charter.net).

## Visit MadGive.org—and Celebrate Good Works

The AFP Philanthropy Awareness group has unveiled a new website, [www.madgive.org](http://www.madgive.org), dedicated to the promotion of philanthropy in the greater Madison Community. The campaign is chaired by Patricia Eldred, CFRE, and supported by AFP members.

"MadGive.org seeks to broaden the definition of philanthropy," explains Rebecca Thorman, AFP member and Executive Director at Madison MAGNET. For instance, the website's visitors are invited to contribute their ideas and experiences.

The purpose of the site is to celebrate every day good works in our community, a statement that originated with web designer Mic Funk. Katie Kennedy Shepherd, principal of Boomtown Communication, also shared her public relations and marketing talents with the team as a probono contribution.

Please visit the website, contribute content, and sign the "I'm a Philanthropist" pledge. You can also purchase "I'm a Philanthropist" stickers (15 cents each). Contact Patricia at [peldred@independliving.org](mailto:peldred@independliving.org) for more information.



## AFP Peer Learning Program Recruitment Starting Soon

**Howard Landsman, Professional Development Action Team Leader**

Do you ever wish you had a wider network of trusted professional peers to call on for confidential help in navigating uncharted waters? Or to help guide you through some tough professional challenges? Our chapter's Peer Learning Program may be just the ticket for you.

At its core, this program is all about the "group genius" that emerges when seasoned professionals—working in a structured, rigorously confidential setting, with a highly skilled facilitator—address specific job-based challenges by learning from one another's' experiences, both successes and failures.

Launched as a pilot last April, the program has been drawing such positive reviews that our chapter will offer these monthly half-day sessions again in 2008.

*"I've taken many classes and workshops and read books and articles about different topics in fundraising and nonprofit management, but hearing the insights and firsthand experiences of how it really works has added much more depth and meaning to my understanding. I highly recommend the AFP Peer Learning Program to others."*

— Cheri Dubiel Buckner, Associate Director, Community Shares of Wisconsin

*"The listening and support that I have gotten from the group has turned around my attitude about my job and renewed my enthusiasm for doing work that I love. Many members of the group have gone out of their way to offer support, advice, or useful information. The feeling of mutual support is awesome. It is, by far, the richest and most meaningful professional development out there."*

— Katie Krueger, Grant Writer/Development Manager, Sun Prairie Area School District

*"Learning from 11 people with a vast amount of knowledge and experience in the fundraising profession has been an extremely powerful way for me to approach challenges and re-engage in my work. We have talked about a wide variety of relevant fundraising issues, with each person sharing his/her experience related to the topic."*

— Ingrid Kunding, Financial Development Director, American Red Cross Badger Chapter

*"AFP's Peer Learning program has been one of the most valuable professional development opportunities I have ever experienced. The time investment I've made has paid many dividends. I can't recommend it enough!"*

— Pete Schmeling, Major & Planned Gifts Officer, St. Mary's Hospital Foundation

Recruitment for new program participants will begin early in 2008, with the first new group meeting in spring. Participant fees will be set by January, and scholarship support will be available to chapter members. Please stay tuned for more information. And consider contacting Cheri, Katie, Ingrid, or Pete. Each one is happy to chat with you about their experiences in the program and to help you understand how it works.

# Great Program Wins Accolades at 20th Anniversary of National Philanthropy Day® Awards Celebration

Amy Lynn Schereck Photography



Amy Carlson, Barbara Harrington-McKinney, and Kristi Shepard

The Greater Madison Chapter's Awards Celebration in honor of National Philanthropy Day was held on November 16 at the Overture Center for the Arts. Co-emcees of the event were Don Gray and Amy Carlson. Both Don and NBC-15, Amy's employer, have been past award recipients, so it was especially welcome to have them return to the event in this role.

This was the 20th anniversary for National Philanthropy Day, and the Madison gathering was indeed celebratory as we recognized the following honorees.

## A Giving Heart Award: Mike McKinney – Specially selected by the AFP Madison Chapter



Mike McKinney

The highlight of the event occurred when Barbara Harrington-McKinney received A Giving Heart Award on behalf of her late son, Mike McKinney. In her acceptance speech, she recited portions of "The Dash," a poem Mike often quoted too.

*I read of a man who stood to speak at the funeral of a friend.  
He referred to the dates on her tombstone  
from the beginning to the end.  
He noted that first came the date of her birth  
and spoke the following date with tears.  
But he said what mattered most of all  
was the dash between those years.*

In Mike's "dash" there were countless hours of donated time to many area nonprofits, such as the AIDS Network's annual ACT bicycle ride and fundraiser. Among his most lasting philanthropic accomplishments was the creation of the Share Your Holidays food drive to benefit the Second Harvest Foodbank of Southern Wisconsin.

Amy Carlson from Channel 15, a former colleague of Mike's who introduced Barbara, noted the extent to which he more than lived up to the words on his computer's screensaver. They were: "To those who have been given much, much is expected in return."

Mike did give much—much more than was ever expected.

## Outstanding Business/Corporation: US Bank – Nominated by United Way of Dane County

U.S. Bank's corporate philanthropic philosophy is to provide access and financial support for opportunities that allow area business and residents to thrive and prosper. Employees at U.S. Bank are encouraged to make a difference in their community. They devote thousands of volunteer hours to more than 120 nonprofit organizations touching all aspects of the Greater Madison area.

## Outstanding Philanthropic Foundation/Organization: Thrivent Financial for Lutherans – Nominated by Habitat for Humanity of Dane County

Thrivent Financial for Lutherans Dane County East, Central, and West Chapters represent a nonprofit fraternal benefit society that addresses local community needs through volunteer activities and gifting programs. For example, in 2006, Thrivent Financial for Lutherans Dane County Chapters participated in 348 service and fundraising activities totaling more than 114,000 volunteer hours. In addition, funds raised by service teams totaled \$684,650—which was combined with \$260,651 from Thrivent Financial.

## Outstanding Young Philanthropist: UW Marching Band – Nominated by Independent Living, Inc.

Each year, the young and talented members of the University of Wisconsin Marching Band set aside time away from band commitments, postpone studies, and take time off from summer jobs to give their all for some of Dane County's most essential community efforts. These young people exemplify what it means to make a difference. The UW Marching Band mentors the youngest in our society and "wows" the eldest.

## Outstanding Volunteer Fundraiser: Polly Duchow – Nominated by the Junior League of Madison

The leadership and passion with which Polly Duchow faces fundraising is nothing short of outstanding. Some financial highlights of her volunteer activities include: \$100,000 with UW Children's Hospital Junior Council (2000-2002), \$120,000 with Henry Vilas Zoo (2001-2003), \$1.4 million with the American Heart Association Board (1997-2003), and \$1 million with the Friends of UW Hospitals and Clinics Board (2002-present). Polly is President-Elect of the Junior League of Madison.

...continued on back side.

**Outstanding Individual Philanthropist: Sylvia Vaccaro – Nominated by Madison Children’s Museum**

For over 25 years, Sylvia Vaccaro has provided financial support with Jim, her husband, and through the family foundation set up by her mother for such community institutions as the Madison Children’s Museum, the Madison Museum of Contemporary Art, the newly renamed American Family Children’s Hospital, and Attic Angels. She has given innumerable volunteer hours for these organizations and focused on cultivating donor relationships while serving on boards, development committees, and collection committees.

**Lifetime Achievement: Carroll and Robert Heideman – Nominated by Kiwanis Club of Downtown Madison**

When reviewing Carroll and Robert Heideman’s list of accomplishments in the Greater Madison community, one is in awe of their impressive, generous, and highly effective way of giving. The Heidemans have a gift for motivating others to be service volunteers and donors. They have a knack for identifying the crucial areas where change must occur through community action and philanthropic support. To date, they have participated in nearly 36,000 hours of volunteer service—and they continue to donate over one-third of their after-tax income to “niche giving.”

Our great thanks to Jennifer Karlson, Philanthropy Day Chair, who coordinated the event. Others serving on the event committee included Kris Ackley, Suzanne Album Forsberg, Marcy Heim, Patrice Luer, Annette Miller, Tracey Pederson, Lori Werbeckes, and Marcia Whittington.



**Front Row:** Scott Barth\*\*, Barbara Harrington-McKinney, Polly Duchow, Allison Galarowicz\*\*\*, Carroll and Robert Heideman, Sylvia Vaccaro, Darrell Behnke\*. **Back Row:** Doug Rahn\*, Patrick Taylor\*\*\*, Patricia Eldred, Mike Leckrone\*\*, Don Gray, Chris Johnson\*, Amy Carlson, Beth Ryan\*, Kristi Shepard, Ruth Shelly.

\* US Bank, \*\* Thrivent Financial for Lutherans, \*\*\* UW Marching Band

*Every Member Campaign*

You can help the Greater Madison Chapter reach our goal for the AFP Every Member Campaign by making your pledge to the AFP Foundation for Philanthropy today! Simply visit [www.afpnet.org](http://www.afpnet.org) (select Make A Gift on the Quick Links menu) and pledge online, or print a pledge form to complete and return.

The purpose of the AFP Foundation is to generate the resources to fund strategic initiatives that advance ethical and effective fundraising. When we reach—or exceed—our EMC goal of \$1,100, our chapter will receive 25% back for chapter use, so your gift directly supports our local membership. Thank you in advance for giving, and for helping us advance philanthropy.

*New Administrator Position*

In recognition of the growth that the Greater Madison AFP Chapter has achieved, and to best meet the needs of our members, our chapter Board has decided to direct chapter resources to an Administrator position. We have researched how other AFP chapters handle similar administrative duties, and we feel that it is in the best interest of the chapter to contract for these services. Having an Administrator on board will allow our dedicated chapter volunteers to focus on other chapter activities.

When the new Administrator is selected we will alert members via email. Thanks to all who referred candidates to us.

*Scholarships Available*

Are you thinking about gaining more personal development skills in the field of fundraising? There are still professional development scholarships available from AFP—but please inquire at least one month prior to needing the funds. To find out more, contact Kristi Shepard at 608-246-4399, or [kristis@uwdc.org](mailto:kristis@uwdc.org).