



Greater Madison Chapter
PO Box 364
Madison, WI 53701
www.madisonafp.com

Creating a Community Where Doing Good is What We Do Best

Calendar of Events

September

September 14, 12:00pm, YMCA Northeast Branch Ribbon Cutting, at 1470 Don Simon Dr. in Sun Prairie (Veridian Smith's Crossing Subdivision), 664-9622 for information.

September 18, 12:00-1:30pm, AFP Chapter Meeting: "Creative Ways to Get the Attention of the Media." Speakers: Ellen Foley, Editor of the *Wisconsin State Journal*, Annie Levine, Managing Editor of *Brava Magazine*, and Beth Zurbuchen, Executive Director of the Ronald McDonald House and former local news anchor. Held at Blackhawk Country Club.

October

October 6, 5:00-8:00pm, "Pipers in the Prairie & Festival Fire" Harvest Celebration at Aldo Leopold Nature Center, Monona. \$75/person, \$125/couple, www.naturenet.com/alnc.

October 16, 12:00-1:30pm, AFP Chapter Meeting: Topic TBA at Blackhawk Country Club.

October 23, 12:00-1:30pm, AFP Audioconference: "Branding: The Right Message, at the Right Time, to the Right People" at American Red Cross-Badger Chapter, 4860 Sheboygan Avenue.

November

November 13, 11:30am-1:00pm, United Way Campaign Celebration at Monona Terrace, www.unitedwaydanecounty.org.

November 16, 12:00pm, National Philanthropy Day celebration at the Overture Center for the Arts.

November 30-Dec 2, Grand Opening Celebration of St. Mary's Hospital Expansion, call 258-5652 for information.

December

December 3-14, Festival of Wreaths Display and Sale at Madison Senior Center, 330 W. Mifflin St. with Classic English Tea on December 7 at 2:00 pm, www.festivalofwreaths.org.

December 11, 12:00-1:30pm, AFP Audioconference: "Navigating Beyond 'No': The Nuances of Negotiation for Major and Planned Gifts," at American Red Cross-Badger Chapter, 4860 Sheboygan Avenue.

December 18, 12:00-1:30pm, AFP Annual Meeting: Rafael Carbonell on "The Collaboration of Business and Nonprofits in Madison" at Blackhawk Country Club.

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

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 Elaine Glowacki at Elaine@glowacki.org or 608-238-7103. Editor: Moira Ulrich; Printer: SprintPrint. Visit our AFP chapter online at www.madisonafp.com



The President's Column

Creating a Community Where Doing Good is What We Do Best



By Kristi Shepard

Non-profit development officers are amazing people. We are dedicated to making our community a better place through philanthropy — providing community members of all ages access to services, connecting people to the arts, preserving the environment, making our community safer and healthier, and much more. As professional fundraisers, we feel extremely privileged to help people put their passions into action, be it as donors or volunteers. What we do matters.

In preparing a new class of Loaned Executives for the United Way of Dane County annual campaign, I recently had the opportunity to talk with them about the history of philanthropy in society and our local community. I also explained the critical role we fulfill as professional fundraisers. Each year I hope they come away from the experience with a greater awareness of the purpose and significance of our profession. Who knows? Perhaps some of them will choose this field and become members of AFP.

As development officers I believe it's important for us to lead by example, investing in our profession and our own professional development. The AFP Foundation for Philanthropy offers a vehicle to accomplish both of these actions. The Foundation funds scholarships, research grants, lectures, and other programs to train and educate fundraisers. Our Greater Madison Chapter Board of Directors has

demonstrated confidence in the foundation and hopes to inspire broader support from our members by making a gift of \$175 to the 2007 Chapter Treasury Campaign.

Through the end of July, ten chapter members had pledged \$605 toward the foundation's Every Member Campaign (EMC); that's 45% of our chapter's \$1,100 goal. As fundraisers we know the importance of "lead gifts," and I thank the members who have already pledged this year! Please illustrate your dedication to our profession and our association by making a gift. You can do so on-line at www.afpnet.org or by printing and submitting a pledge form. Visit the foundation's page or select *Make A Gift* on the Quick Links menu.

The AFP Foundation's impact is tangible. Each year a Greater Madison Chapter member is eligible for a Chamberlain Scholarship, providing a first-time attendee \$500 toward registration at the AFP International Conference. (Read on page 2 about Heather Mann's experience at the 2007 conference.) When we achieve our EMC goal, our chapter receives 25% of the total raised for chapter use. In the past we have earmarked these dollars for strategic initiative work, website enhancements, and additional scholarships.

In fundraising we know that we're much more credible asking for a gift if we've made one ourselves. I contributed to the AFP Foundation in March at the International Conference, and I can attest that it feels good to give. Please join me as a donor to the AFP Foundation for Philanthropy. On behalf of our chapter and profession, thank you.

AFP Greater Madison Chapter Board of Directors, 2007

Kristi Shepard, President
United Way of Dane County

Judy Keel, Vice President
Keel Consulting Services

Patricia Eldred, CFRE, Secretary
Independent Living, Inc.

Chris Ziemba, Treasurer
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Strategic Initiatives Chair
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Joan Deming, Communications Chair
Pilgrims of Ibillin

Robert Dinndorf, CFRE, Certification Chair
MATC Foundation

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

Eve Galanter, Government Relations Chair
Galanter Public Affairs Consulting

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

Cheri Dubiel Buckner, Program Chair
Community Shares of Wisconsin



2006
Ten Star AFP Chapter

Kudos

- **Joan Deming** has taken on the job of Director of Development at Pilgrims of Ibillin.
- **Ron Frye**, CFRE, replaces Joan Deming as Development Director of Middleton Outreach Ministry.
- **Cheri Dubiel Buckner** has been named Associate Director of Community Shares of Wisconsin.

- **Moira Ulrich** has been hired as the Marketing and Communications Director at Community Shares of Wisconsin.
- **The Madison Children's Museum** was recently honored with a Promising Practices honorable mention and scholarship from MetLife Foundation and the Association of Children's Museums for fundraising practices that address a growing community concern about kids and consumerism. It is the first Promising Practices award ever given for fundraising policies.

Transformative Changes in Fundraising Strategy— Thanks to the AFP International Conference

By Heather Mann,
Founder and Executive Director of Urban Open Space Foundation

As an Executive Director in a small shop I am responsible for all things related to development. I attended the International AFP Conference in Dallas with a specific question in mind: how can this organization do much, much more *without* much more? I was truly surprised by what I learned. And I have the Greater Madison Chapter of the AFP—and its scholarship—to thank.

First, presenters spoke to a growing awareness in the development field that less is more. Bringing this oft-used phrase to life, presenters coached conference attendees to “find your tribe,” “don’t try and please everyone,” and “stop the shot-gun approach.” The thought of ending minimally effective high-volume appeals was immensely attractive. I loved the notion of slowing down and really getting to know Urban Open Space Foundation donors. After all, my donors are exceptional people with whom I share life-shaping values. Since returning home, I have found that a more personal approach invites genuine creativity and real human connection. The process of fundraising—in addition to being less stressful—has become much more rewarding.

Second, I learned that in order to “find our tribe,” it is essential to know and communicate exactly who we are. Understanding the organization’s brand suddenly became critical to our future. Brand, it seems, is the culmination of all that we are as an organization. As unique as a fingerprint, brand is our essence. Brand is something we create and aspire to while at the same time it is an echo of past deeds and accomplishments. Moreover, it is a tool to evaluate past performance and guide everyday decision-making.



Some familiar faces at the AFP International Conference: Kristi Shepard, Julie Hein, CFRE (former President of the Greater Madison Chapter and now in Bloomfield Hills, Michigan), Linda Murray, and Marcy Heim, CFRE.

As the result of my conference attendance, the Urban Open Space Foundation now finds itself in the middle of a comprehensive branding and messaging initiative. We have overhauled our major donor and membership strategy. With a clear brand articulated, we intend to redesign all marketing materials (including our website), implement a new member services program, and completely revamp donor communications. Everyone associated with the organization is excited about these changes.

With renewed enthusiasm, we are taking the steps to accomplish much, much more with not much more. In addition, it feels like the fun is back in fundraising!

I owe a warm thank-you to everyone at the Greater Madison Chapter of AFP, because your scholarship made my conference attendance possible. I hope it is readily apparent that the experience was personally and professionally transforming. I am grateful for your generosity, your belief in continuing education, and your investment in this earnest and hard-working organization. Thank you.

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—just make sure you inquire at least one month prior to needing the funds. Anyone interested in finding out more about the scholarships can visit the Madison Chapter’s website at www.madisonafp.com, then click on Scholarship Application Form toward the bottom of the left column.

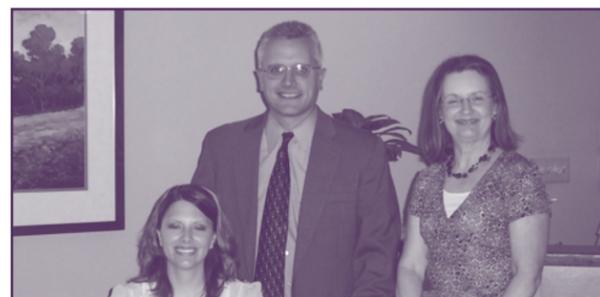
Welcome New Members

Kathy Brecke, Good Samaritan Health Center
Jennifer Jeffress Collins, Madison Children’s Museum
Robert Francis DeBroux, AMCORE Bank
Chad Hershner, Fox Cities Performing Arts Center
Lavender Knight, University of WI-Madison student
Carol Keintz, Dane County Parent Council
Tami Lee, Wisconsin Library Association Foundation

James Rowland, Schmitt Woodland Hills
Lisa Strand, Wisconsin Library Association Foundation

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.



Pictured during Val’s visit: Emily Gruenewald, Chris Ziemba, and AFP District Manager Val Lay.

Special Thanks to Our Sponsors

Thanks to Xerlith Printing & Copying LLC for their sponsorship of our May Chapter meeting. They are offering AFP members an initial discount on printing, so feel free to contact Kevin Wichman at kevin@xerlith.com or 257-8900.

Thanks to Madison Concourse Hotel & Governor’s Club for providing lodging for Val Lay, CFRE, Manager of Chapter Services from IHQ. Val provided invaluable insights at our May chapter meeting.

20th Anniversary of National Philanthropy Day® Awards Celebration

November 16, 2007
Registration: 11:30; Lunch and Program: 12:00

The Overture Center for the Arts
201 State St • Madison WI 53703

Mark your calendars now for the 20th annual Philanthropy Day event on Friday, November 16, at the Overture Center for the Arts, 201 State Street in Madison. On this special anniversary year, the Philanthropy Day luncheon will be honoring and recognizing area individuals, businesses, and organizations that provide financial support and volunteer talents to help philanthropy thrive in Dane County.

To celebrate the true spirit of philanthropy, we will also be honoring the late Mike McKinney with the special Giving Heart Award.

Invitations will be available in the fall by mail and online. Please take advantage of the Early Bird pricing to reserve your table in advance (this event has been sold out the last two years).

Individual Rate
 Early Bird (by October 21): \$40
 Late Registration (October 22 – November 5): \$55

Table of 8
 Early Bird (by October 21): \$320
 Late Registration (October 22 – November 5): \$440

For event information, contact Jennifer Karlson at 608-664-9622 x407, or jennifer.karlson@ymcadanecounty.org. Honorees in the various categories will be posted online at www.madisonafp.com in September.

Six Great Reasons to Become CFRE-Certified

By Robert J. Dinndorf, CFRE MATC Foundation

1. Becoming a Certified Fund Raising Executive (CFRE) grants you more credibility.
2. CFRE certification serves as an impartial, third-party endorsement of your knowledge and experience against international standards in philanthropy. It adds to your credibility as a fundraiser and sets you apart from other professionals.
3. Certification can improve career opportunities and advancement, giving you the “edge” when being considered for a promotion or other career opportunities. In addition, it clearly identifies you as having demonstrated mastery of fundraising principles and techniques based on accepted best practices.
4. Certification prepares you for greater on-the-job responsibilities, since it is an indicator of your willingness to invest in your own professional development. Aware of the profession’s ever-changing environment, certified professionals can better anticipate and respond to change.
5. Certification improves skills and knowledge. Achieving CFRE certification requires training, study, and “keeping up” with changes—confirming proficiency and knowledge in the field. And because CFRE certification also requires recertification every three years, it’s a clear indicator that you’re staying ahead of the curve in fundraising.
6. Certification may provide greater earning potential. Studies show that, on average, CFRE certificants earn 17% more than their non-certified counterparts. In addition, CFRE certificants are in high demand internationally.

For more information about the CFRE certification, visit www.cfre.org or visit with any of the CFRE members of AFP Greater Madison: Miriam Boegel, Andy Broderick, Wendy Coe, Bob Dinndorf, David LeDuc, Patricia Eldred, Ron Frye, Marcy Heim, Felicia Jones, Judith Siers-Poisson, Greg Schultz, Ann Sitrick, Jim Stickels, or Sue Ullsvik.

Congressional Philanthropy Caucus Established

The Government Relations Committee of the Association of Fundraising Professionals, Greater Madison Chapter, is proud to announce that Second District Congresswoman Tammy Baldwin has become a member of the new Congressional Philanthropy Caucus.

“I’m pleased to add my name to the bipartisan Congressional Philanthropy Caucus,” said Baldwin. “Our goal is to support the charitable giving (local, national, and international) that represents the very best of American society.”

AFP has advocated for the creation of a philanthropy-focused congressional caucus for several years. Now that the Caucus has been formed, we will be working closely with it to advance philanthropic issues in Congress.