

News for Excellence

Bluegrass Chapter - Association of Fundraising Professionals

SUMMER/FALL 2009



Leadership Forum brings educational opportunities to Bluegrass fundraisers

The AFP Bluegrass Chapter is pleased to announce its sponsorship of and participation in the University of Kentucky Nonprofit Leadership Initiative's annual educational conference. The conference will be held at the Lexington Convention Center at Rupp Arena Thursday, October 15th from 8:00 a.m. to 4:30 p.m. Be sure to take advantage of the Wednesday night (Oct. 14th) networking reception from 5:00-7:00 p.m.

The Forum brings together nonprofit professionals who want practical information to help them increase their organizations' fundraising capacity, develop their professional skills and learn about recent trends.

Attendees can customize their conference by choosing from four concurrent sessions. Members should register for the conference online at www.afpbluegrass.org. **Continued on page 3...**

sponsored by Wells Fargo Insurance Services and the Travelers Insurance Company. The Forum typically brings together over 250 nonprofit professionals who want practical information to help

Upcoming Events

October 15 - Nonprofit Leadership Forum

November 17 - National Philanthropy Day

AFP MEETINGS

Marriott Griffin Gate Resort 11:45 a.m. - 1 p.m.

October 21 - Alltech

Kentucky Donations and Funding

Register in advance with Brenda Blakovich at info@afpbluegrass.org

AUDIO CONFERENCES

Lexington Public Library Main Street Location
1:00 p.m. - 2:30 p.m.

October 28

Getting Your Message to the Media on a Dime!

December 9

How to Have Conversations with Donors About Planned Gifts

Register in advance with kay.yates@kctcs.edu

Conferences funded by Rosenthal Foundation, Keeneland Foundation and Fifth Third Bank

Our members enjoying this year's AFP Social!



President's Message

By Rob Lewis



AFP Bluegrass Chapter President

AFP to the Rescue

AFP Membership benefits you during these tough times

First you ask the question: How can AFP help me during these tough economic times? That is a good question and hopefully I can help answer that for you. I am now in my seventh year as a member of AFP. There are several ways my membership benefits me and can potentially help you in these tough times.

One way is to network with colleagues in the profession. Obviously, AFP is a good way to network at our monthly luncheon programs, National Philanthropy Day, monthly Web Conferences, annual one day conference, and the membership social.

You can find out from others what is working and what is not for their organizations. Other members can share with you about what is having a positive impact like certain annual giving methods, successful event ideas or donor cultivation activities.

The AFP website also offers several valuable resources such

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Chapter Board reaches 100% participation

AFP Every Member Campaign

by Kay Yates, Chair of Chapter Foundation Development

The call has come once again by the AFP Foundation for Philanthropy asking for participation in the Every Member Campaign. I am pleased to report that the Bluegrass Chapter already has 100% participation from board members.

AFP International is making solicitation calls to all members. You may have been the recipient of one of those calls. Our Chapter goal for this year is \$4,015.00 and at this point, we are approximately \$1,000 short of our goal. Achieving our goal makes us eligible to receive 25% of the funds raised by our Chapter to use for member services such as scholarships.

The Campaign runs January 1 through December 31. Giving to the Foundation is one tangible way in which we can act, in a small but personally meaningful way, to ensure that the next generation of socially conscious people will have these same opportunities. Earlier in March, I took the first step by renewing my support at this year's International Conference.

You can give quickly and easily on-line, via credit card, at the IHQ website, www.afpnet.org, by selecting *Make a Gift* on the *Quicklinks* menu (upper right corner of the page), logging in, clicking on the *Contribute* link next to the *2009 Every Member Campaign*, and completing the simple online form. A mail-in form is also enclosed with this newsletter.

If you have not made a commitment this year, I encourage you to do so. If you have questions or concerns about the Campaign, please e-mail me at kay.yates@kctcs.edu or give me a call at 859-256-3377. Thanks in advance for your support.

President's Message

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as access to the *Fundraising in a Difficult Economy* document and the Ready Reference Series which are both offered free online. The AFP Resource Library, also on the website, allows members to access information and research fundraising methods that are proven and have worked over the years.

If you are a member, we appreciate your loyalty and, if you currently are not a member, we hope that you will consider joining us in the best professional organization for fundraising. For more information on membership please contact Patrick Robinson, VP of Membership, at patrick.robinson@kctcs.org or 859/256-3346. We look forward to seeing you at the next AFP event!

Fundraising Resources at Lexington Public Library



One benefit available to members of the Bluegrass Chapter is access to books donated by the chapter to the Lexington Public Library. You do not need a library card to use these books, which are housed in the Reference Section on the third floor in the Grants/Development Collection of the Library.

Reference titles may not be checked out, but may be used on site or you may make photocopies for your own use. There is a copier available in the Reference Department to make black-and-white (15 cents) or color (50 cents) copies.

To search the library's entire collection, go to its website, www.lexpublib.org. To begin a simple search, enter a topic, such as "grants," in the search field, which will direct you to a listing of resources on that topic. Included in the *Discover* block on the left side of this page are numerous related headings through which you may redirect or refine your search. For example, from grants you may narrow your search to proposals, research, endowment, Kentucky grants and so on. You may also search by format, author or subject.

For further information on books donated by the Bluegrass Chapter of AFP or other books and resources held by the Library, please contact: Heather Wingfield, Grants Collection Librarian, Central Library Reference, Lexington Public Library, 140 East Main Street, 859-231-5520, hwingfield@lexpublib.org.

Titles donated by the AFP Bluegrass Chapter

The Nonprofit Membership Toolkit

by Elis M. M. Robinson, Kim Klein

Boards That Make a Difference, Third Edition

by John Carver

Fired Up Fundraising: Turn Board Passion Into Action

(AFP Fund Development Series)

by Gail Perry, CFRE

Nonprofit Essentials: The Development Plan

(AFP Fund Development Series)

by Linda Lysakowski, ACFRE

The Public Relations Handbook for Nonprofits:

A Comprehensive and Practical Guide

by Art Feinglass

Building an Effective Board of Directors

by Linda Lysakowski, ACFRE

October 15th Nonprofit Leadership Forum

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Julie Buchanan, Bluegrass Chapter Vice President of Education, stated, "This is a fantastic opportunity for members to access the very latest information right in their own backyard. Over the last few years, we partnered with the AFP Cincinnati to produce educational conferences in the Northern Kentucky and Cincinnati area. While those conferences were successful, after input from our members, the Board decided to look closer to home for other partnering opportunities. Our foremost goal is to provide members with professional development and quality educational content. UK's Nonprofit Leadership Initiative has a solid reputation for providing such content and top notch presenters."

A Partial Listing of Scheduled Presenters and Session Topics

Tim Delaney, CEO, National Council of Nonprofits
Laura Fredricks, Consultant & Best Selling Author
Mike Kannensohn, President, Strategic Funding Group
Jan Masaoka, Director & Editor-in-Chief, Blue Avocado
Sandy Ringer, Senior Vice President, Integrity HR, Inc.

Sessions are structured to support all levels of professional development and include beginner through advanced levels.

- ◆ Budgeting and Financial Management in Uncertain Times
- ◆ Combined Business & Fundraising Plans for Financial Sustainability
- ◆ Decision-Making in Uncertain Times
- ◆ Emergency Preparedness & Disaster Response
- ◆ Endowment Fundraising
- ◆ Federal Funding Update
- ◆ Fraud in Nonprofits, Protecting Your Organization
- ◆ Governance in These Times: The Strategic Partnership of the Board and Executive Director
- ◆ Nonprofit Lobbying

Additionally, there will be a number of exhibitors presenting products and services that can improve your organization's effectiveness. Take advantage of break times to visit with them and participate in Exhibitor Bingo...you could win a fabulous prize! **Don't miss this opportunity to improve your fundraising!**

A First-Timer's Experience at AFP International Conference

by Madison Carey, Lexington Humane Society

Upon returning from the AFP International Conference in New Orleans, I feel motivated, energized and educated about the development field. As a first-time conference attendee, the trip would have been nearly impossible without the generous assistance of the Chamberlain Scholarship.

Managing a small development office has many challenges, primarily working with limited resources. I therefore researched classes that would give me a broad overview of development but also focus on techniques for smaller offices.

During the conference I was able to attend classes on a wide variety of topics. I gained an incredible wealth of knowledge about the fundraising industry and have many new ideas that I hope to execute and share with my development team. Fortunately, many of my classes focused on unique and innovative ways to make a small office succeed.

"I gained an incredible wealth of knowledge about the fundraising industry and have many new ideas that I hope to execute and share with my development team."

From creative asking techniques to creating a more interactive and user friendly website, I now have a list of cost effective recommendations that should help my department grow and excel. I am now in the process of creating a development plan, which is something new to my organization.

Listening to Chris Gardner, one of the keynote speakers and the inspiration for the film *The Pursuit of Happyness*, was incredibly motivational. His passion and energy were contagious and I walked away inspired to make a difference in our world.

The knowledge I gained is invaluable. I am still sifting through my binder, which is full of conference notes and I am already anticipating the 2010 Conference. Thank you for giving me the opportunity to grow, not only as a development professional, but also as a person.

SAVE THE DATE! FOR NPD 2009

National Philanthropy Day is a luncheon awards ceremony honoring the philanthropists and volunteers in our region who really make a difference. This year the event is Tuesday, November 17th from 11:30-1:00 at the Hyatt Regency Hotel Patterson Ballroom. The University of Kentucky is the Platinum Sponsor. We still have tables (at \$350 each) and individual seating (at \$35 each) available for the event. All slots to honor a donor have been filled. To learn more, visit www.afpbluegrass.org or e-mail npd@afpbluegrass.org.



AFP Bluegrass Chapter Board of Directors

Welcome New Members!

Lisa Allgood
National Kidney Foundation

Brad Barnett
Natasha Vaughan
Christian Appalachian Project

Susan Feher
Ronald McDonald House

Janna Estep Jordon
Prevent Child Abuse Kentucky

Julie McDearmon
Nursing Home Ombudsman

Elizabeth Revell
Tuska Museum and Learning

Lisa Smith
Synergetic Solutions LLC

Dale Wallenius
Speak Philanthropy

Erin Ward
Asbury College

Mary Yohon
Visually Impaired Preschool

Information, Contact
Patrick Robinson
patrick.robinson@kctcs.edu

Our chapter's vision is
to be a recognized
leader in the
advancement of
philanthropy by
empowering fundraisers
in Central and Eastern
Kentucky.

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