



[www.afptreasurecoast.org](http://www.afptreasurecoast.org)

July 2010

## Upcoming Events

**Friday, July 16, 2010**

### **“Pardon Me, But Your Ethics are Showing!”**

11:30 AM to Noon - sign in and networking

12:30 to 1:15 - Program

### **Manero's Restaurant**

2851 SW High Meadow Ave  
Palm City, FL

\$15 for members,

\$20 non-members

**Seating is limited, reservations required.**

**RSVP to**

[www.afptreasurecoast.org](http://www.afptreasurecoast.org)

## Webinar and

Brown Bag Lunch & Networking  
**Tuesday July 27<sup>th</sup>**

### **“Developing a Planned Giving Marketing Plan”**

Members, Free

Non-members, \$20

At IRSC

Stuart Chastain Campus  
Wolf Technology Center,  
Strategic Planning Room C102

or

Ft. Pierce Main Campus  
Building A, Room 214

12:30 pm for lunch and networking

1:00 pm to 2:30 pm for Webinar

Register on-line at:

[www.afptreasurecoast.org](http://www.afptreasurecoast.org)

## Save the Date!

National Philanthropy Day

November 19, 2010

Harbour Ridge Yacht & Country Club

This year's National Philanthropy Day luncheon should prove to be a very special one indeed. First this year celebrates the 50<sup>th</sup> anniversary of AFP. Fifty golden years of advancing philanthropy through education, training and advocacy!

Renee Booth, Director of Development for Boys & Girls Clubs of Martin County; and Gigi Suntum, Executive Director of Caring Children, Clothing Children are co-chairs of this year's event. They have mobilized their committee to solicit sponsors, request nominations, handle publicity, coordinate the logistics and just generally get things underway.

We have been in talks with a number of generous companies and organizations that have supported this event for a number of years. Many have indicated their support for this year's National Philanthropy Day, but we need more! If your business or organization would like to support this signature community event, or know of one, please contact Renee Booth at (772-545-1255) or [rbooth@bgcmcf.org](mailto:rbooth@bgcmcf.org) or reach Gigi Suntum at (772-221-8777) or [gigisuntum@hotmail.com](mailto:gigisuntum@hotmail.com)



## Nominations for 2010 National Philanthropy Day

Nomination Packets for this year's National Philanthropy Day are now available on our website. Now is the time to think about your valuable volunteers and generous donors and prepare your nominations during the slower months of summer. The Nominations/Judging Committee includes: Millie Wood, Amy Christensen, Wendie Berardi, Paula Hundt, and Monte Kosoff.

So go on line to get the applications! Resubmit past nominees. Honor a terrific volunteer. Say a special thank you to a wonderful donor! It costs nothing yet has a huge impact.....nominate someone! Everyone benefits.....



## Words from Our President...

**Joanne Towner, CFRE**

Dear Fellow AFP Members:

I read in a recent AFP article, "Skilled fundraisers who reflect the diversity of our society are the treasure trove for the non-profit sector in its quest to build strong and responsive communities."

It is a great honor and a privilege to work with such a remarkable group of colleagues who are a major force in propelling the philanthropic message and culture throughout the Treasure Coast. Our members represent an abundance of energy, a reservoir of talent and possess stellar knowledge, leadership and expertise.

As AFP commemorates its 50<sup>th</sup> anniversary celebration, let us all remember AFP's goals and objectives; to educate and support philanthropy and build an increasingly vital profession for today and future generations.

AFP Treasure Coast membership must embrace the opportunity to maintain our leadership role and continue to provide programs and educational opportunities offering creative solutions, advance ethical standards and ensure effective fundraising and donor engagement. The future of AFP Treasure Coast is in our hands. I encourage you to reach out to a fellow professional and invite them to learn more about our chapter and organization dedicated to advancing philanthropy in our community!

— *Joanne W. Towner, CFRE*

## AFP Mentoring Now Available

The AFP Treasure Coast Chapter has added a new benefit and dimension to your AFP membership. Newer members can request a mentor to provide advice and counsel to assist in making the most out of your membership and assist in your professional development.

Mentors have been members of AFP for no less than two years and are actively involved in chapter governance and/or activities. The mentor will commit to at least a one year relationship with his/her mentee. During that year, the mentor will encourage involvement in AFP functions and committees. They must also maintain monthly communication and offer advice, guidance, and referrals to other members with specific expertise and resources.

If you would like to become a mentor to encourage our next group of chapter participants, or if you feel you would benefit by having a mentor, contact Diane Charette at: 772-223-6351 or at [dcharette@alzcare.org](mailto:dcharette@alzcare.org)

## **Member Spotlight: “The Veteran”**

**Tricia Jenkins, President of Fearless Fundraising**



### **Why are you a fundraiser?**

Many reasons:

- I want my life to be mission-driven;
- I enjoy working with people who are also mission-driven;
- I enjoy the creative side of fundraising – writing, public speaking, negotiating, etc.;
- I'm inspired by challenges and crave the satisfaction of reaching a goal;
- I love the results – a better world!

### **How many years have you been in fundraising?**

I've been a volunteer fundraiser since I was 6 years old, landed my first paid fundraising job in 1985.

### **When and why did you join AFP?**

I joined AFP in 1997 because Nancy Turrell invited me to a meeting and I saw right away the value of joining.

### **What is the best benefit you have received as a member?**

All the training available - conferences; webinars; the AFP newsletter, magazine and website. I have also benefited greatly from many friendships and professional relationships as a result of my AFP membership.

### **What concerns you most about the profession?**

I don't like the name “Development” – most people – including my mother – don't know what a Development professional does. Instead, I would like my profession to be called “Donor Relations.”

### **What has been the best career advice you have been given?**

Don't delay – do it today!

### **What is your motto?**

Lead, follow, or get out of the way.

### **What are your goals for the future?**

Continue to grow my consulting business – Fearless Fundraising.

### **If you could invite three people to dinner, living or dead, who would they be and where would you go?**

I would like to have dinner with President Obama, Benjamin Franklin, and Oprah Winfrey at the White House.

### **When not fundraising, what do you like to do?**

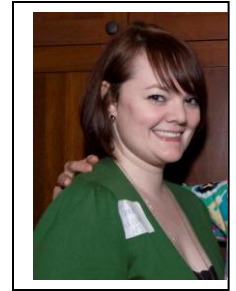
Read, write, paint furniture, shop, cook, travel, beach, movies, TV, family.

### **If you were not a fundraiser, what would you be?**

Freelance writer

## **Member Spotlight: “Newer Member”**

**Jamie Adcock, Assoc. Director of Development, Children's Home Society**



### **Why are you a fundraiser?**

Like many fundraisers, I just 'happened' upon the profession. I was in my early 20s and had no idea people were actually employed by nonprofits in any aspect much less fundraising. It was a position in Planned Giving at United Way and I remember having to look up in the dictionary what 'planned giving' meant prior to the interview. I haven't looked back since. I love working for a positive cause and using creativity to reach our goals. I also enjoy every day being a new adventure, which bodes well with my personality.

### **How many years have you been in fundraising?**

I have spent the past eleven years in fundraising.

### **When and why did you join AFP?**

I joined the Treasure Coast chapter in March of 2009. Being new to the area, I knew it would be one of the best places to learn the local community and other nonprofits as well as meeting new people!

### **What is the best benefit you have received as a member?**

Definitely the networking and getting to know all the nonprofits on the Treasure Coast and what they do. I also enjoy the webinars and the little nuggets of information I take away from them.

### **What concerns you most about the profession?**

As fascinating and fun as it is, my concern is the enormous spotlight on social media. Nothing can take the place of face to face interaction or hearing the voice of someone over the phone.

### **What has been the best career advice you have been given?**

I'm not sure this is the *best* advice, but really it's the only one I tend to recall. My boss at the Birmingham Zoo told me before I left for the Treasure Coast, "Jamie, my best advice for you is to slow down." She was referencing how fast I talk, which is really uncharacteristic for a Southern girl.

### **What is your motto?**

Do what you love. At the very least, you will be doing what you love.

### **What are your goals for the future?**

Professionally, I am planning to pursue the CFRE certification and am considering a graduate degree. Personally, I want to travel overseas, specifically London and Paris, and learn a new language, maybe French or German.

### **If you could invite 3 people to dinner, living or dead, who would they be, where would you go?**

I would invite my paternal grandmother, whom I never had the pleasure of meeting, ABBA, because I adore them and Princess Diana. We would have a picnic on the beach with the most perfect weather, relaxing on an old quilt with great wine, sweet tea and all the best junk food and sweets and of course act out scenes from Mamma Mia! and learn all the secrets of royalty.

### **When not fundraising, what do you like to do?**

I love crafty things such as crocheting, quilting, sewing, making invitations, and DIY projects. I'm obsessed with a website called Apartment Therapy, where I get the best decorating ideas! It's a constant source of inspiration. I also love to read and am often going to concerts and to the movies with my husband, Chad.

### **If you were not a fundraiser, what would you be?.**

I hate to live with regret so I honestly cannot imagine doing anything but working in the nonprofit world. However, if I *really* had to choose it would be an Interior Designer and have my own art studio. And, who knows, maybe I can pursue that later in life!

## Goal: Chapter Ten Star Award

This year the Treasure Coast Chapter of AFP is making a concerted effort to achieve the Chapter Ten Star Award. The Award recognizes model chapters that work towards the goals outlined in AFP's strategic plan. To achieve this coveted status, chapters and their members are encouraged to perform specific activities designed to increase professionalism within the profession, as well as public awareness of the importance of philanthropy.

The nomination form contains 24 criteria, and chapters are required to accomplish 10 of them in order to qualify for the award. Four of the criteria, such as completing the chapter accord process on time or holding an event about ethics, are required. However, chapters do have some choices in determining which of other criteria they wish to meet.

Among the criteria the Treasure Coast Chapter has opted to meet is the "Every Member Campaign." We are looking for 100% member to support the AFP Foundation. We have achieved the first step in meeting the deadline of April 30 for 100% of the chapter Board making their donation. We hope that every member will follow suit.

The benefit of achieving Chapter Ten Star status? Recognition at the international conference, in AFP publications, and on the AFP web site; also a complimentary web/audioconference registration, a certificate of achievement and use of a unique Ten Star logo to show the success of our chapter locally. There is also a cash incentive based on membership recruiting and retention goals.

Don't forget to make you gift to the AFP Foundation's Every Member Campaign (EMC), no matter how small, at your earliest convenience. Our chapter's goal is a milestone of 100% membership participation. Your donation can be made on-line at [www.afpnet.org](http://www.afpnet.org)



## The AFP Professional Development Plan For Fundraisers

AFP's professional advancement programs and courses give every professional, no matter what level of experience they have, the opportunity to enrich their skills and add to their knowledge base.

To help guide your fundraising career, the associations has created the [AFP Professional Development Plan for Fundraisers](#) (available as printable [pdf](#) or interactive [word doc](#)). This is a comprehensive map that details your career needs based on years of experience. The Plan is interactive - simply click on a product or course in the guide to learn more. Questions? Send us a message at [proadv@afpnet.org](mailto:proadv@afpnet.org).

## Article from AFP Planet Philanthropy 2010

The following article is from Planet Philanthropy scholarship winner, Louise A Murtaugh, APR. More articles from other scholarship winners will be forthcoming and shared in future newsletters.

### “Changes in Corporate Giving”

Corporate Giving strategies have changed in the last few years. Banks especially are shying away from the “Corporate Sponsor” giving approach to purposeful grant giving within their community. Corporations want to make a direct impact on the quality of life and by moving to a grant funding philosophy, they believe more of their funds will directly help solve the problems. Sponsorship funds only provide a small amount towards the problem because of the value promised for the sponsorship (such as signs, advertising & tickets) which is no longer a business tax deduction.

Corporate Giving has become a line of business aligned with their corporate mission. Many corporations use philanthropy to build their brand. They align themselves with great organizations in order to further their community involvement and enhance programs and services within the community. Corporate giving is a \$24 Billion dollar industry.. Adapt your proposal towards their mission. You should not be creating a new program in order to receive the grant. Make the connection with local employees of the corporation you want a grant from. Build relationships on the local level as well as in the Foundation Office. Why not pick up the phone and call and ask the funder if your project is something that would fit into their philanthropy mission. This will help in building the relationship for funding your programs.

There are several opportunities for corporations to give to an organization:

- Grant funds
- Workplace Giving program - Matching funds (9% of the total corporate giving)
- Volunteers - employees volunteer their time to an organization (funds are provided to the organization once so many hours have been donated by the volunteers) More volunteers means more touches for your organization so it becomes a win, win situation for both.
- Board opportunity - Remember, a middle manager that is interested in your mission may be better than the CEO that already sits on too many boards and cannot become engaged in your organization.
- In-kind - your logo placed in their ads; a public service announcement or tag line on their advertising; collateral material at their business; included in their direct mail pieces; in store giving containers

You may want to put together a portfolio of giving opportunities for your organization and provide it in your grant application.

Corporations also look for collaborations of non-profits working towards a common solution of a problem. Listen to the corporation. See what they like to fund and find some partners that can mutually help with the solution. Corporations want their dollars to be meaningful and maximized with a return on their investment.

The Non-profit sector owns the quality of life issues (healthcare, social services, education, arts and culture and faith based). By aligning your organization with a few corporate partners, you will build a long term relationship and continue to get funding for many years as long as your programs fit their philanthropy mission.

Corporations want to “INVEST” in their community and non-profits offer them that opportunity. Corporations want to better the quality of life and you can engage them in that mission. Focus on making your organization a place where corporate partners will want to stay for a long time.

# Good News Page



## New Members

Please take a moment and welcome our newest members:

Lawrence Brooks  
Executive Director  
Children's Home Society of Florida  
28 Lakeshore Drive  
Mt. Arlington, NJ 07856

772-344-4020

[tristrek@comcast.net](mailto:tristrek@comcast.net)

Art Ciasca  
Director of Development  
Safe Space, Inc  
632 SE Monterey Road  
Stuart, FL 34994

772-528-8081

[aciasca@safespacefl.org](mailto:aciasca@safespacefl.org)

Monte Kosoff  
VP, Major Gifts and Planned Giving  
United Way of St. Lucie County  
4800 S. US Highway One  
Ft. Pierce, FL 34982

772-464-5300

[Monte.kosoff@unitedwayslc.org](mailto:Monte.kosoff@unitedwayslc.org)

Elizabeth L. Thomason  
Director of Development & Marketing  
Boys & Girls Clubs of IRC  
P.O. Box 643068  
Vero Beach, FL 32964

772-299-7449

[ethomason@bgcinc.org](mailto:ethomason@bgcinc.org)

## It's A Boy!

Congratulations to Kathryn Treadwell on the birth of her son, Lochlan Andrew. Making his appearance on March 26th, Lochlan weighed in at 6 lbs. 10 oz. with his length at 19.5 inches. Mother and the young "Gator" are happy and doing well. We look forward to seeing Kathryn back at the ARC of Martin County and at AFP meetings and webinars soon!



Lochlan Andrew Treadwell

Born March 26, 2010

Gator fan!

## Congratulations, Jody!

Let's send out congratulations to Jody Clifford on her new position as Executive Director at the Maritime & Classic Boat Museum at Indian Riverside Park.

Her new contact information is:

772-692-1234 or

[jodyclifford@yahoo.com](mailto:jodyclifford@yahoo.com)

We wish Jody every success in her new job!

## Good News!

Please share any good news, personal achievements or wonderful events and happenings with the other members of the chapter.

Send "good news" to Amy Christensen at:  
[achristensen@elliottmuseumfl.org](mailto:achristensen@elliottmuseumfl.org)