



www.afptreasurecoast.org

September 2008

UPCOMING EVENTS

September 18

Audio/Web Conference
Keep Your Donors Part 2: The Secrets of Successful Communications

September 22

Workshop—See attached flyer

“Fired Up for Fundraising” author Gail Perry, MBA, CFRE

IRSC Chastain Campus Wolf Technology Center, 11:30-4:30pm

September 25

General Meeting
See attached flyer

October 30

General Meeting

November 13

National Philanthropy Day Luncheon at The Tesoro Club

December 10

Audio/Web Conference
Guerilla Tactics: Motivating Your Board and CEO to Raise More Money

December Holiday Social & Installation of Officers

Date/location TBD

National Philanthropy Day November 13, 2008 at Tesoro Club

The Treasure Coast Chapter of AFP is busy planning National Philanthropy Day, set for Thursday, November 13 at the prestigious Tesoro Club. Michelle King, Director of Development for Planned Parenthood and Judy Cruz, VP Resource Development of the United Way of St. Lucie County are Co-chairs for this year’s annual event.

The 2008 Co-Chairs are honored to affirm The Martin County Community Foundation as Presenting Sponsor of National Philanthropy Day. The chapter is grateful and appreciative of such strong support from the foundation, which places this annual event as an important and valuable contribution to the community.

National Philanthropy Day® (NPD) is a special day set aside to recognize the great contributions of philanthropy – and those people active in the philanthropic community – to the enrichment of our world. Participants are able to show appreciation for all that has been accomplished in the name of giving, as well as reflect on more to do. NPD exemplifies the spirit of giving is alive and well!



Meet MICHELE KING, President Elect, NPD Co-Chair and Fundraiser Extraordinaire

Why are you a fundraiser? Of course, I strongly believe in the mission of what we do and know that we cannot help as many if I and my fellow fundraisers are not able to raise those needed dollars. There are so many with just as many different needs in our world and our non profits are the ones providing them the services and programs. Our non profits bring people together in ways no normal business can. Without our non profits, our world would be filled with a selfishness that would make it an unbearable place to live.

How many years have you been in fundraising? 16 years

What do you wish you could do better than you do now? I’m sure like most it

would be to balance it all – home, work, life in general.

What concerns you most about the profession? Our needs are so great. Just these past few years our Treasure Coast’s face has changed dramatically. We have seen the economy go from most of us making a living and making ends meet, to recently seeing that even two incomes is not always enough to put food on the table. It’s a scary time and if our main supporters are the people that live and work in our communities and they are not able to provide for themselves, how can we expect them to support each other.

What is the best career advice you ever

Michele King Continued—

received? To quit court reporting school and continue working in the fundraising field.

What is your motto? You never know unless you ask. And that we all make our own success. If you surround yourself with positive things and people you are more likely to get positive results.

When / Why did you join AFP? I joined AFP in 2004 to gain a better network of fundraisers as I was learning the Treasure Coast.

How can AFP, Treasure Coast serve you better? AFP, Treasure Coast has provided me with a score of colleagues, many friends and information to do the best job I can in my profession. The learning that we are able to access, helps every day and I always have someone a phone call away that is an expert in their particular area.

What do you like to do when you're not fundraising? I coach competitive cheer-leading and love to spend time with my husband and two daughters.



As your Chapter President this year, I think about what we can accomplish as a Chapter in 2008 and am reminded that our positions within non-profits rely heavily on volunteers; so does **your** AFP Treasure Coast Chapter. Each of you joined AFP with a specific purpose in mind, whether it was to meet, reconnect or network with other professionals in your field or gain the knowledge needed to make your position within your organization or business a little easier.

We also need you! We need your time, talents and knowledge; we need **you to volunteer** for your AFP Chapter. Without member support there would be no speakers, no luncheons, no educational forums. I recently had lunch with a dear friend and she thanked me for listening and reinforcing the fact that the direction she was taking in her position did make sense; no one in her office could relate to fundraising and development, it wasn't in their job description. Imagine not having anyone who truly understands what you are going through; not having anyone to bounce your ideas off.

Where would we all be? That's why I am asking each of **you** today to get more involved!

Judy

President / NPD Co-Chair

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The AFP Treasure Coast chapter meets the last Thursday monthly for breakfast. Meeting place may vary. Check in, 7:45 am, program begins at 8:00am, networking after. Cost is \$15 for members, \$20 for non-members.

MEMBERSHIP

BENEFITS:

Networking

Workshops

Educational Programs

e-Newsletter

Conference Scholarships

Local National Philanthropy

Job Bank

Bits & Pieces from Planet Philanthropy

I can't tell you how much it meant to attend Planet Philanthropy as one of the recipients of an AFP Scholarship. The event was well planned, well attended and a total learning experience. The schedule of sessions was very helpful in planning meetings around the areas that you felt needed the most attention in your particular job description. Some sessions were offered twice to accommodate the demand. The speakers were very helpful, well versed on their topic and offered their vast expertise.

I especially enjoyed the luncheon Keynote Speakers. The first day Abigail Disney spoke on "Getting Mickey Off My Back: How Philanthropy Saved Me From Myself". She was eloquent and truly spoke from the

heart. In essence she told us that no matter what the circumstance, you can adapt, assist and become a spokesperson for whatever you believe in. Day two was Mark Brewer speaking on "The Impact of Philanthropy on Florida's Economy". Mr. Brewer had the attention of all 500 attendees as he relayed the message that no matter how bad our economy might appear, there will always be kind hearts and generous people for causes they believe in. The accommodations were terrific, the food delightful, seeing old friends and making new ones made it an enjoyable, informative and exciting conference. Thank you AFP!

Dale Kostakos, HPS, Inc.

I would like to thank the local chapter for the opportunity to attend Planet Philanthropy in Sarasota. The scholarship you granted me made it possible and I must say it was a great experience! I enjoyed very informative speakers and had the opportunity to meet many fellow fundraising professionals. The sponsors, guest speakers and participating businesses all gave me great ideas to bring back home!

Thank you again for this opportunity!

Donna L. Benton, St. Lucie Habitat

The 2008 Planet Philanthropy Conference was an outstanding opportunity to expand my professional horizons. The Advanced Gift Planning track best matched my interests and responsibilities and I enrolled in most of those sessions. The one I found especially interesting was "To Get Big Gifts, Think Like a Donor" facilitated by Wayne Olson, VP of Virginia Trust Company of VA. The basic premise was that fundraising professionals should focus on the donor's interests and lifestyle. He provided an example of a university development officer attempting to

to secure a large gift from a very successful accountant to support an endowed teaching chair in accounting. The "ask" was turned down flat as the man never wanted to be an accountant, hated math, and instead always dreamed of being an engineer. Upon learning this, the officer later presented an "ask" that more closely aligned with the donor's interests – and soon a new endowed teaching chair in Engineering was established at the university.

Planet Philanthropy provided a variety of vendors with informative mar-

keting materials and I connected with some new professionals and re-connected with others with whom I'd worked on past projects.

I also enjoyed socializing with my Treasure Coast chapter colleagues. A sincere "Thank You" to the members of the chapter whose work on NPD and throughout the year made it possible.

Melanie Forget, IRSC

I wanted to share my sincerest thanks for the ability to attend the 2008 Planet Philanthropy through scholarship. I would have not been able to attend without the financial assistance, and yet, believe the small investment is going to reap large returns for The Pine School.

I found the majority of sessions extremely informative and timely. I walked away with knowledge, inspiration and newfound appreciation

for the work we do, as well as our volunteers. One of the after benefits of this year's conference is that I plan to work with a professional leadership coach, a gal who actually hosted one of the seminars, Cheryl Stock. I realized that the more intone to our own leadership skills we are the better we can lead, motivate and inspire others.

Deborah Johnson, The Pine School

No matter how bad our economy might appear, there will always be kind hearts and generous people for causes they believe in.



SAVE THE DATE!

GENERAL MONTHLY MEETING



Thursday, September 25
Spring Hill Suites in St Lucie West. @ 7:45 a.m.

Featured Speaker: Mike Winn, AFP National Representative

Mr. Winn will be presenting:

- * AFP Member benefits
- * Leadership opportunities in the Chapter
- * A CONTINUATION OF GAIL PERRY'S 'FIRED UP FUNDRAISING' WORKSHOP

Help Us Kick-off our New Member Drive!!

- * Bring a bona-fide prospective member as our FREE guest.
- * Special award to any member whose guest becomes a member by the October meeting!!



**Please RSVP to Millie Wood at milliewood@comcast.net
by September 23rd, 2008**

NOTE: This will be an extended meeting to 11 a.m. due to the scope of material presented.
Lots of great educational information for only \$15 meeting fee.

The Martin County Community Foundation
and The Association of Fundraising Professionals
are pleased to present



"Fired Up Fundraising"



Presented by: Gail Perry, MBA, CFRE

"Fundraising is not about money,
it's about changing the world."
-Gail Perry

This best selling author of "Fired Up Fundraising"
brings her dynamic, high-impact transformative four-hour
workshop to non-profit professionals and their board
members about powerful, passionate fundraising.

- Get over the fear and discomfort about fundraising
- Learn new skills and build confidence through upbeat, accessible training
- Make personal commitments for action
- Engage as a team, sharing in the process – and the success

Monday, September 22 • 11:30 am - 4:30 pm

IRSC Wolf High Technology Center, Johnson Auditorium, 2500 SE Salerno Road, Stuart, FL 34997

\$40.00 AFP members • \$50.00 non-members,
Reservations required by email to: milliewood@comcast.net

Please include organization name and indicate board members, Check payable to: AFP Treasure Coast

Mail to: P.O. Box 1364, Stuart, FL 34995, Or - Pay at the door - *No Shows will be billed*

RESERVATION DEADLINE, FRIDAY SEPTEMBER 19

The Martin County Community Foundation is strengthening the region's quality of life by building "community capital" - for today and tomorrow. Since 1988, it is privileged to facilitate the philanthropic spirit, identify important issues, share ideas, and build the financial resources to make positive long-term change in Martin County.

The Association of Fundraising Professionals (AFP) is working to advance philanthropy through advocacy, research, education, and certification programs, and fosters the development and growth of fundraising professionals. The Treasure Coast Chapter represents some fifty charitable organizations in Martin and St. Lucie Counties.