



Board of Directors

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DIRECTORS

Jennifer Lee 309-686-0962

Jeff Parmenter 309-637-1771

Shelly Smith, CFRE 309-677-3091

Dennis Steele 309-693-8291

NEWSLETTER QUESTIONS?

Kimberly Weeks 309-347-7148

kimberly@tcrorg.com

MEETING RESERVATIONS?

Stephanie Pickett 309-687-7213

spickett@chail.org

ADDRESS/CONTACT CHANGES?

Heather Wolbeck 309-643-9236

hwolbeck@sbcglobal.net



Please contact Kimberly Weeks at
kweeks@girlscouts-gsci.org if you no longer
wish to subscribe to this newsletter.

PHILANTOPICS

Association of Fundraising Professionals

December 2009

Fundraising with Social Media

Please join us for the December 9th AFP Chapter meeting "Fundraising with Social Media", presented by Gordon Mayer. This meeting will cover the following topics:

What's in your social media toolbox?

Do you know which tool to use for which task? Using social media to raise funds is just good business sense, and Gordon Mayer will help you to demystify the language of social media and show you how to raise awareness and funds for your organization through social media.

Blogging and causes and tweets, oh my!

Are they speaking a different language? Those who are new to social networking will learn about the various types of social media available, and the best way to start using these tools.

Telling the story – blogging, Facebook and Twitter – they all have their place, how do you determine which one to use?

Seasoned users will learn how to strengthen relationships with donors and supporters. Building relationships matters and you can reduce your marketing budget AND increase your donations by strengthening your online relationships.

Whether you need to know how to get started, or how to build your established audience, you won't want to miss Gordon's presentation!



Gordon Mayer

Gordon Mayer is vice president of Community Media Workshop, a Midwest nonprofit whose mission is to diversify voices in the news and public debate. Journalists rely on its newstips and sourcing services, and more than 2,000 nonprofit communicators a year access the services of the Workshop: The Getting On the Air, Online & Into Print media Guide,

Making Media Connections annual conference, plus scheduled, custom, and free workshops on communications.

He has worked as a writer and reporter, communications consultant and director and has managed nonprofit agencies' programs. Since starting at Community Media Workshop in 2005, Gordon has increased custom workshop collaborations helped lead its social media efforts, especially training and coaching for smaller nonprofits on how to integrate online into their communications strategy, and helped broaden the Workshop's scope from the Chicago area to a more regional focus.

A former journalist at the Gary (Ind.) Post-Tribune, Philadelphia Inquirer and Chicago Defender, he also completed a master's degree at University of Chicago for which he focused on Chicago's early newspaper history. He has lived in Chicago for more than 20 years where he and his wife Kate are raising two children. He is a member of both the Society of Professional Journalists and the Public Relations Society of America.

The December 9th AFP Chapter meeting will be held at Room CCB 1406 at Heartland Community College in Normal.

Holiday Stimulus Package—The cost will be \$15 for AFP members and \$25 for guests. Registration begins at 11:30 a.m., lunch at 11:45 a.m. and the program begins promptly at noon and will last until 3:00 p.m.

To reach Heartland from the Northwest (Quad-Cities/Peoria area):

I-74 East to Mitsubishi Motorway (Exit 125); Right on Hwy 150 East; .5 miles to Danvers-Yuton Road; Left to Campus

Reservations: To RSVP, contact Stephanie at spickett@chail.org or simply send your check marked "December meeting" payable to: Central Illinois Chapter AFP, P.O. Box 5323, Peoria, IL 61601. A reservation form is located on page two.

Member Testimonial

“Participating on the National Philanthropy Committee is one way I have benefited from my AFP membership. I have met new people on the committee and this helps me feel comfortable attending the monthly meetings because I always know there will be a familiar face.”



Jenna Ciciarelli
Development Officer, Lakeview Museum

December Events and Fundraisers

- **Enchanted Florist VIP Shopping Night**, to benefit Girl Scouts of Central Illinois - Thursday, December 3rd, 5:00 pm – 7:30 pm, Enchanted Florist at the Shoppes at Grand Prairie. Contact Kimberly Weeks at kweeks@girlscouts-gsci.org for more information.
- Salvation Army **Bear Packer Kettle Challenge** – Saturday, Dec. 5, 9:00 am – 5:00 pm, Allen Road Walmart. Contact Rich at Rich_Draeger@usc.salvationarmy.org for more information.
- **Sign up to ring bells** for the Salvation Army - visit www.ringbells.org and sign up with your group, friends and family!

Members Only: Do you have an event in January you would like to promote? Please submit your information to Kimberly at kweeks@girlscouts-gsci.org.

Fun Fact!

Three chapters have evolved from the Central Illinois Chapter – the Capital Area Chapter in 1986, the Quad Cities Chapter in 1987, and the East Central Chapter in 1989.

Fundraising with Social Media

Wednesday, December 9 - Heartland Community College, Normal, Illinois
Registration: 11:30 a.m. Lunch 11:45 a.m. Program: 12:00 p.m. – 3:00 p.m.

Name _____ Organization _____
Address _____ City/State/Zip _____
Phone _____ Email _____

Holiday Stimulus Package - \$15 for AFP members \$25 for non-members

To make your reservations, contact Stephanie Pickett at spickett@chail.org and send this form with a check marked “December” payable to:
Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601

Reservations are due by December 4th.



AFP Central Illinois Chapter 2010 Chapter Officers & Board

Chapter President, Mark Roberts, CFRE (2010)
Executive Director and CEO, Community Foundation of Central Illinois
mark@communityfoundationci.org

President-Elect, Kristen Berchtold (2010)
Chief Operating Officer - Fund Development, Girl Scouts of Central Illinois
kberchtold@girlscouts-gsci.org

Past President/Governance Chair, April Gould, CFRE (2010)
Gift Advisor, The Salvation Army
april_gould@usc.salvationarmy.org

Secretary, Beth Gilbert (2011)
Director of Development/Marketing, Greater Peoria Family YMCA
bgilbert@peoriaymca.org

Treasurer, Michael J. Maginn (2010)
Executive Director and CEO, Central Illinois Friends of People with AIDS, Inc.
mjmaginn@mnci.org

Assistant Treasurer, BreeAnn Hohulin (2010)
Development Officer, Illinois Central College Educational Foundation
breeann.hohulin@icc.edu

Government Relations, Roger Meyer, CFRE (2010)
Chief Development Officer, OSF Healthcare Foundation
roger.meyer@osfhealthcare.org

VP Membership Services, Robin Ballard (2011)
Executive Director and CDO, Illinois Central College Educational Foundation
rballard@icc.edu

VP Professional Advancement, OPEN

Communications/Newsletter Editor, Kimberly Weeks, CFRE (2010)
Fund Development Professional, Girl Scouts of Central Illinois
kweeks@girlscouts-gsci.org

VP/External Affairs, Rich Draeger, CFRE (2010)
Assistant Development Director, The Salvation Army
rich_draeger@usc.salvationarmy.org

Every Member Campaign Chair, Nicole Parlier Campen (2011)
nicolep42@comcast.net

Diversity Chair, Vikki Baptiste (2010)
Development Specialist, Mid Central Community Action
development@mccainc.org

At Large Directors

Julie Witte (2011)
VP of Development, Easter Seals
jwitte@ci.easterseals.com

Jeff Parmenter (2010)
Executive Director,
Heart of Illinois Big Brothers Big Sisters
jeff@hoibbbs.org

Shelly Smith, CFRE (2010)
Senior Director of the Bradley Fund,
Bradley University
ss@bradley.edu

Dennis Steele (2010)
President, Dennis Steele Associates
dennissteele@sbcglobal.net

Membership Update

Robin L.T. Ballard



On behalf of the AFP Board of Directors we would like to welcome the following new member who joined AFP in October:

Yona Lunken
Board Member
Peoria Hebrew Day School
27 Acapulco Dr.
Putnam, IL 61560
yona@pcwildblue.com
Phone: (815) 437-9089

AFP members – please remember to bring your business card to each chapter meeting so you can enter into the drawing for a cool gift and the **Member Spotlight**.

If you or someone you know would like information on becoming an AFP member, please contact me (309) 694-8511 or rballard@icc.edu and I will be happy to send information or talk with you about it.

Members on the Move:

If you have changed positions, please make sure you go onto the AFP website to make the change so we will have the most up to date information on you. Also, please let me know so I can announce it in PhilanTopics.

***Congratulations
40 Under 40
Class of 2009
AFP Members
Melinda Figge and
Julie Witte!***

Register today for the 47th International Conference on Fundraising!

Baltimore, Maryland-April 11-14, 2010

<http://conference.afpnet.org>

The International Conference on Fundraising has targeted learning and networking opportunities for both experienced professionals and newcomers. Sessions, workshops and special events for every level of fundraising experience and expertise are waiting for you in Baltimore!

Love Reading Blogs?

Why not subscribe to a few blogs that are written specifically for development professionals? Check out www.afpnet.org for a list of fundraising blogs. The national website (which you will be relieved to see is much less cluttered) features a list of the nine most popular AFP blogs, including one written by AFP's President and CEO Paulette V. Maehara and a very frequently updated NonProfit Technology blog.

This information can currently be accessed directly from the homepage, but can also be found under the "Resource Center" tab.