



# PhilanTopics

Association of Fundraising Professionals

November 2010

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Please contact Kimberly Weeks at  
kimberlyweeks227@gmail.com if you no  
longer wish to subscribe to this newsletter.

## 27<sup>th</sup> Annual National Philanthropy Day Awards Luncheon *Changing The World With A Giving Heart*

Please join us for the 27<sup>th</sup> Annual National Philanthropy Day Awards Luncheon on November 10<sup>th</sup> at the Embassy Suites in East Peoria. National Philanthropy Day (NPD) is a special day set aside to recognize and pay tribute to the great contributions that philanthropy – and those people active in the philanthropic community – have made to our lives, our communities and our world. Approximately 110 NPD events, involving over 50,000 people across North America will take place in 2010.

The following 2010 award recipients will be honored:

### Outstanding Philanthropic Corporation

PNC Bank

### Lewis J. Burger Outstanding Volunteer Fundraiser

Charles E. Weaver

### Outstanding Philanthropic Organization

Morton Civic Chorus

### Outstanding Youth in Philanthropy Ages 5-17

Central Catholic High School "Seniors for Seniors" Program  
Peoria Notre Dame High School Students

### Outstanding Youth in Philanthropy Ages 18-23

Eureka College "Up Til Dawn"  
Carrie Irgens

### Ian T. Sturrock Outstanding Fundraising Executive

Thomas Hammerton

The cost is \$30 per person and reservations must be received no later than November 3<sup>rd</sup>. See page 2 for a registration form. For additional information, contact Shelly Smith at 309-677-3091 or ss@bradley.edu or Andrea Raycraft at 309-829-9476, ext. 204 or andrea\_raycraft@usc.salvationarmy.org.

CHANGE THE WORLD



WITH A GIVING HEART

**National  
Philanthropy Day**

[Found on www.afpnet.org](http://www.afpnet.org)

The AFP website has recently published a list of the Top Ten Mistakes in Fundraising Campaigns, taken from the AFP/Wiley Fund Development Series book called *Jump-Starting the Stalled Fundraising Campaign*, by Julie Ingraham Walker. Access the list from the [afpnet.org](http://afpnet.org) homepage and read it on your lunch hour to brush up on practices to avoid in the development field. Some are obvious, like number 3: weak board leadership! Others are harder to recognize within our own organization, such as number 10: not building a strong enough case for support.



## 27th Annual National Philanthropy Day Luncheon Reservation Form

Please reserve \_\_\_\_\_ place(s) at \$30 per person

If possible, please seat me at the table of \_\_\_\_\_ (tables seat eight)

I am unable to attend the National Philanthropy Day luncheon, but would like to support the event with an underwriting contribution of \$\_\_\_\_\_.

***Please Print***

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Special Needs (dietary / physical): \_\_\_\_\_

Are you a nominator?  Yes  No

Are you a past award recipient?  Yes  No

***If you are reserving for more than one person, please list the names of the individuals to be included at your table on a separate sheet.***

Enclosed is a check for \$ \_\_\_\_\_ (\$30 per person)

Please make checks payable to: *AFP, Central Illinois Chapter*

***Reservations must be received no later than November 3***

Reservations are not refundable, but are transferable

*Send this form, along with payment, to:*

AFP, P.O. Box 5323, Peoria, IL 61601

## ***AFP Membership***

***Robin L.T. Ballard***



On behalf of the AFP Board of Directors we would like to welcome the following new members who joined Central Illinois Chapter AFP in September:

### **Heather L Combs**

Development Specialist  
IAA Foundation  
1701 Towanda Ave  
Bloomington, IL 61701  
Phone: (309) 557-2232  
hcombs@ilfb.org

### **Carol Davis**

Executive Director  
Spoon River College Foundation  
Suite 302  
45 East Side Square  
Canton, IL 61520  
carol.davis@src.edu  
Phone: (309) 647-6395

### **William Fanning, CPA**

Dir, Foundation Business Affairs  
Illinois State University  
Campus Box 3200  
Normal, IL 61790-3200  
bill.fanning@ilstu.edu  
Phone: 309-438-8901

For a complete listing and contact information for all Central Illinois AFP members, please go to the **Members Only** section of our website! <http://afpcentralillinois.org>

**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.

### **Member Announcements**

Congratulations to AFP member BreeAnn Hohulin and her husband Jason on the birth of their son Mitchell David on Tuesday, October 5<sup>th</sup>. Mom, dad and baby are doing wonderful!!!

## *Position Opening*

### *Vice President Development , BroMenn Regional Medical Center*

**Qualifications:** Exceptional written and verbal communication skills. Good presentation skills. Ability to handle multiple projects and effectively manage and set priorities. Goal-oriented, excellent interpersonal and relationship building skills. Good management/ coaching skills. Comfort and familiarity with e-mail, donor tracking and reporting software and Microsoft Office products. Bachelor's degree. 7-10 years experience in development and proven track record in securing major gifts. Additional experience managing all aspects of major gift program. Experience managing professional staff. Must travel to Advocate sites of care. Would occasionally work weeknights and weekends at fundraising events.

**Job Description:** This position, primarily responsible for major gifts, is considered the chief development officer at Advocate BroMenn Regional Medical Center and Eureka Community Hospital. He or she leads a four person site team and gives direction for coordination of activities to multiple 'extended' team members in the corporate offices. Responsibilities include identifying and qualifying prospects and donors, setting prospect strategies, leading cultivations, securing major gifts through solicitation, and continued stewardship of donors. The position requires demonstrated leadership with volunteers, executives, physicians, and staff at all levels of the organization; motivation to aggressively develop relationships with donors; and willingness to work in complex, 'team' oriented structure as a senior leader for the Foundation, the Hospital and Advocate Health Care to achieve identified system priorities.

**If interested, contact Kevin M. Crowe, Director Administrative Services at 847.384.3445 - phone / 847.384.1860 – fax, or [Kevin.Crowe@advocatehealth.com](mailto:Kevin.Crowe@advocatehealth.com).**

<http://www.advocatehealth.org/foundation>

## *AFP Membership Pays Off!*

The Central Illinois Chapter of AFP established a scholarship program in 1992 and has expanded it to include:

- **Sustaining Membership Scholarships** for current members who may not be able to pay the full renewal rate due to circumstances individually or with their organization. Applications are due the 15<sup>th</sup> of each month and the Chapter will award up to 10 each year. The Chapter will pay up to \$200 of the annual dues.
- **International Scholarships** for members who would like to attend the AFP International Scholarship in the springtime but are unable to afford the cost of registration, lodging, and travel. The deadline for the scholarship is September 15<sup>th</sup>. However, the 2012 International Conference will be held in Vancouver on April 1-4...it's never too early to plan ahead!
- **C. Wilson Schroeder Membership Scholarships** are for fundraising professionals who would benefit from membership but whose organizations are too constrained to pay the dues. The first year, the chapter will pay the recipient's introductory national membership fee and half of the local dues. In the second year, the chapter continues to pay the person's introductory national membership fee but the person pays the full local dues of \$40. The deadlines are April 15<sup>th</sup> and October 15<sup>th</sup>.

**More information and applications can be found on our website.**

**Member Spotlight**  
**Susan Monroe, IVCC Foundation**



**What are your responsible for at IVCC?**

I am mainly responsible for coordinating our alumni to reconnect them with IVCC. I do this through maintaining our alumni website, coordinating our Hall of Fame and building relationships with alumni and friends of the college. A lot of my time is also spent on fundraising for unrestricted funds with our annual Irish Night and golf outing.

**What impresses you most about IVCC?**

I am impressed with the quality education that our community can receive at a low tuition rate. The students have the opportunity to learn in smaller classes. I am also impressed by the successes of our alumni. I get much satisfaction out of hearing their stories.

**How did you get your start in fundraising?**

I think I have always had a personality for organizing and fundraising but did not think that it would be my main job. I started off my career in human resources for about 12 years. In my last human resources position we were responsible for fundraising for the Children's Miracle Network. When I chose to leave the human resources field, I happened upon IVCC by accident in temporary positions throughout the college and found my true calling in the Foundation Office. I got interested in the alumni part of my job when I was president of the WIU Student Alumni Council.

**What is the best thing about your job?**

I enjoy it. I am always looking forward to each day and the new opportunities to better our foundation.

**How long have you been involved with AFP and what do you like about it?**

This is my second year and I love the educational resources it provides. I also enjoy meeting our chapter members. Thank you all for making me feel so welcome.

**What is the best career advice you've ever received?**

Money is not everything in a job, you have to enjoy it. I totally agree and it took me 12 years to figure that out.

**What do you hope to do in your career that you have not yet done?**

I would like to become more beneficial to our foundation by obtaining the Certificate in Fundraising Management through the Center on Philanthropy.

**Describe your perfect day.**

When I get a call out of the blue for a \$1 million donation. However, every donation no matter how big or small gives me the satisfaction of knowing I am in the right career to serve others.

### ***Every Member Campaign***

We are currently 68% to our goal of \$2,225. If we meet that goal, our Chapter will receive a portion back from AFP International. Let's make it happen!

#### **Ways to Give:**

- **Online.** Make a secure gift online now.
- **Mail.** Complete and print the Every Member Campaign pledge form and mail to AFP Foundation, 4300 Wilson Blvd., Suite 300, Arlington, VA 22203-4168, or fax to 703-683-0735.
- **Alpha Society.** Join our monthly giving society by submitting the Alpha Society pledge form, including your information for monthly bank drafts or credit card charges. Drafts and charges occur at or around the 20th of each month.



The 2011 AFP International Conference will be held in Chicago at the McCormick Place Convention Center March 20-22. Due to the close proximity of this year's convention, we are expecting more of our members to attend this year than usual. Kristen Berchtold has offered to organize carpooling and room-sharing for those who may be interested. Please contact her at [kristenb@wildblue.net](mailto:kristenb@wildblue.net).

### ***Upcoming Meetings***

Thursday, December 9

*Nonprofits and the Law* Webinar  
Heartland Community College and Bradley University

Wednesday, January 12

*Motivating Your Board* with Carol Weisman

***The 2011 AFP Board of Directors were approved at the October chapter meeting. View the slate at:***

***<http://www.afpcentralillinois.org/pdf/Board-slate-2011-proposed.org>***