

## Social media efforts expand

*By Kate Balconi, AFP Social Media Chairperson*

Part of the value **AFPGV** provides to its members is networking and educational opportunities. Over the last few years, we've made a concerted effort to create online communities on Facebook, Twitter and LinkedIn to extend those benefits to the electronic world.

Throughout the next few months, you will begin to see more activity centered on chapter events, hot topics in fundraising and other important issues that affect our careers as nonprofit professionals.

I encourage you to use the social network that suits you best to be part of AFPGV's growing social community.

We are also on the lookout for volunteers to assist with our chapter's social media efforts.

If you are interested in getting involved, contact me at [kbalconi@holychildhood.org](mailto:kbalconi@holychildhood.org). You can find AFPGV at:  
 LinkedIn: <http://linkd.in/1jLM3Nv>  
 Facebook: <http://on.fb.me/1mc2pyR>  
 Twitter: <https://twitter.com/afpgv>

## AFPGV launches new networking group for seasoned professionals

*By Melinda Goldberg, Facilitator*

**A**FPGV has a new networking opportunity for seasoned fundraising professionals who support the efforts of a nonprofit, whether as part of their job description or in a volunteer role. The new **Senior Advancement Professionals** (SAP) group is the counterpart to the Young Professionals (YP) networking group. The group also welcomes those who are transitioning into the profession from a prior career.

The goal is to provide an opportunity to share unique concerns with peers who have already made long-standing commitments to nonprofits, the philanthropic community and/or the development profession.

There is no cost to participate, and both AFP members and non-members are welcome to attend meetings.

Participants may self-identify as a SAP member, based on the suggested criteria:

- Identify oneself as a senior, seasoned or advanced fundraising professional
- Have 15 or more years' experience in the fundraising profession

The first get-together will be a brown bag lunch from noon to 1:30 p.m. on Tuesday, **July 29**, at the United Way of Greater Rochester offices (75 College Avenue). Future networking events may include breakfasts, lunches and happy hours.

The group will be facilitated by **Melinda Goldberg**, who refers to herself as an experienced marketing and development professional. She may be reached at [RaisingFundsNY@gmail.com](mailto:RaisingFundsNY@gmail.com).

## Nominations open for 2014 NPD

**K**now someone who's an amazing philanthropist or fundraiser? Now is your chance to provide that person with recognition through the 2014 **National Philanthropy Day** (NPD), on Friday, November 7. Nominations are now open. To nominate a colleague, friend, donor or other valued supporter of the not-for-profit sector's philanthropic values, just go to the **AFPGV** website and download the nomination form. Nominees need not be members of **AFPGV**.

### Welcome to our new members!

- **Dave DeVito**, associate vice president, mission advancement, Catholic Family Center
- **Paige Doerner**, marketing/development assistant, Friendly Home
- **Cindy Dykes**, special events and development coordinator, Breast Cancer Coalition of Rochester
- **D. Todd Gray**, senior vice president of philanthropy & chief development officer, YMCA of Greater Rochester
- **Barbara Lacker-Ware**, co-owner and grant writer, Elf Editing & Writing Services
- **Margaret Madigan**, development & marketing coordinator, Resolve of Greater Rochester, Inc.
- **Mary Ragus**, development manager, Geva Theatre Center
- **Anna Shapiro**
- **Adam Smith**, manager of annual giving, YMCA of Greater Rochester
- **Mary Tiballi Hoffman**, institutional giving manager, Geva Theatre Center

## From the president

# Membership has its privileges

By Melanie Barnas-Simmons, Our Lady of Mercy–School for Young Women

Summer is here and planning for our fall programs is heating up! Many of you will be hosting fundraising or cultivation events this summer. We look forward to having you join us for our September program, which will focus on changes in planning non-profit special events.

For October, we are excited to bring back one of our most popular programs: Meet the Funders, a forum for you to hear from the “gatekeepers” at area foundations. Learn the ingredients to a great proposal and how these funders prefer to be approached. If you

have recommendations for funders you would like to see involved, reach out to me ASAP!

Chapter leadership often discusses the most effective way to articulate to members and potential members the value of AFP membership. We'd love to hear how you make the most of your membership. What do you value most? Is it the networking opportunities or ability to volunteer in leadership positions that keep your skills sharp? Let us know which membership privileges top your list. We'd love to highlight your ideas in our next issue.



## BIG success for BIG Gifts conference!

By Melinda Goldberg, Conference Co-chair

For those who played big and didn't stay home, **BIG Gifts**, this year's regional conference, began with an exhilarating and informative plenary session by Michael J. Cooney, Esq., partner with Nixon Peabody law firm, on the relevance and importance of donor agreements.

During sessions that included strategies for talking with donors and families planning major gifts, determining donor-giving capacities, legal and ethical responsibilities for accept-

ing gifts, and the CEO/development director relationship, 166 fundraising professionals and volunteers learned how **BIG Gifts** can help shape and grow their organization.

Session presenters included **Carol Anne DeMoulin**, president, Ronald McDonald House Charities of Rochester; Susan Tierney McNamara, prospect research officer, Cornell University; Erin Moyer, assistant VP stewardship and gift & donor services, University of Rochester; Fran Weisberg executive director, Center for Community Engagement, St. John Fisher College and former executive director, Finger Lakes Health Systems; and **Mark Zawacki**, CFRE, executive director Heritage, Christian Services Foundation.

The half-day program wrapped-up with a luncheon and keynote address by Holli Budd, executive director of the Max and Marian Farash Foundation and former associate dean at the University of Rochester, who spoke on the role foundations are playing in shaping communities.



Attendee comments received ranged from “best conference **AFP-GV** has put on in all of the 12 years I've attended!” to “today was my first experience with your organization and it was wonderful!”

Tentative plans for 2015 are to hold the conference on Thursday, **April 16**, with expanded programming that will be of interest to mid-level and advanced professionals, but also appropriate for all levels of fundraising professionals and volunteers. If you are interested in helping plan next year's regional conference, contact 2015 conference chair **Karen Higman** at [khigman@rochester.rr.com](mailto:khigman@rochester.rr.com).

Thank you to the 2014 Sponsors & Exhibitors: Ad Council of Rochester; Crescendo Interactive, Inc.; Hillside Family of Agencies & Service Solutions; Innovative Solutions, Karpus Investment Management; Little Green Light; Parachute Graphics and the United Way of Greater Rochester.

### Association of Fundraising Professionals –

#### Genesee Valley Chapter

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#### Chapter & Verse newsletter

Ruth E. Thaler-Carter,

Editor, designer and producer

Derek DeSol,

Communications Committee chair

## Member news

• **Joel Elliot**, executive director at Temple B'rith Kodesh, was quoted and included in photos in a June 23 *Rochester Democrat and Chronicle* article about the Jewish section of Mt. Hope Cemetery. This was his 11th stint as a tour leader at the cemetery.

• NextGen member **Tiffany Paine-Cirincione** was nominated and elected as Queen for Gilda's Second Chance Prom and received an inaugural Gilda's Club Rochester, NY's Young Community Leader Award, which recognizes outstanding philanthropic work in the Rochester community.

• **Dan Meyers**, CEO and president of the Al Sigl Community of Agencies, was featured on the cover of the May/

June 2014 issue of *55 Plus* magazine.

• **Tiffany Paine-Cirincione** has accepted a new position as associate director of advancement & community events for the University of Rochester's Wilmot Cancer Center. She plans to stay actively involved in AFP.

• **Ellie Hayes Smith's** husband, Jack, has died. She was a long-time member of the Genesee Valley Chapter and served as chapter president in the early 1990s.

• **Gretchen Wood**, associate director of donor engagement at MCC, and **Anne McKenna**, director of development and communications, St. Joseph's Neighborhood Center, have earned the CFRE designation.

## Upcoming AFPGV events

• "Building Donor Loyalty: How to Double Your Major Gift Revenue," webinar, 1–2:30 p.m., **July 22**, 2014, University of Rochester Alumni & Advancement Center (300 E. River Road)

• "Today's Challenges for Fundraising Professionals," a brown bag lunch-and-learn, with Larry Lehner, 12 noon–1 p.m., **July 23**, 2014, American Red Cross (50 Prince Street)

• Public Policy/Legislative Action cocktail hour, **July 31**, 2014; time and location to be announced

• Special Legislative Program, 7:30 a.m., registration, networking & light breakfast; 8–10 a.m., program; **August 20**, 2014, Locust Hill Country Club (2000 Jefferson Road)

To sign up, go to: [www.afpgv.org](http://www.afpgv.org)

## Did you know that ...

**A**FPGV offers scholarships to members throughout the year? Or that you can remember or honor a member by donating to the scholarship fund?

AFPGV's scholarships, offered throughout the year for membership or professional development, are:

• The **Meyers Scholarship Fund** was started by the AFPGV board of directors in honor of **Daniel M. Meyers** and his contributions to the fundraising profession when he was recognized as "International Fundraising Executive of the Year" by **AFP** in 2000.

The Meyers Scholarship helps individuals serving not-for-profit organizations who want to develop their knowledge and skills; but cannot easily afford the cost of professional development. The Meyers Scholarship is awarded to two individuals each year so they can attend the annual Regional Conference. The scholarship covers the full cost of conference attendance for both recipients.

• The **Jill Pranger Scholarship** was established in honor of Jill's many accomplishments.

In 2006, Jill, a past president of AFPGV, was honored with **AFPGV's** Fundraising Executive of the Year Award. That year, she also achieved **Advanced Certified Fundraising Executive** (ACFRE) designation, an advanced certification held by only 100 people in the world. The scholarship is intended to encourage AFP professionals to pursue **Certified Fundraising Executive** (CFRE) designation. Two scholarships are awarded each year that cover 50% of the CFRE Review Course cost (\$390 for AFP members and \$490 for non-members). It does not cover any portion of the exam fees.

• Established in 2013, the **Karen M. Gaffney Scholarship** promotes and enhances the professional development of fundraising professionals by encouraging involvement and membership in the Genesee Valley Chapter of AFP.

**Karen M. Gaffney**, CFRE was a respected colleague and 2012 Clinger Award recipient. She was a strong supporter of the Genesee Valley Chapter, serving on the board of directors as treasurer at the time of her untimely passing in 2013 in addition to oth-

er service. She was passionate about fundraising, professional development and mentoring fellow development professionals through AFP.

In recognition of her significant contributions to the profession and the organization, the scholarship program was named in her honor by the AFPGV board of directors. Two membership scholarships will be awarded each year, covering half of the cost of AFP membership.

• The **Ralph E. Chamberlain Scholarship** enables members to apply for funds to cover attending the **AFP International Conference**. This is given by AFPGV and AFP International to one individual, and is approximately \$1,600.

Donations to all of these funds in honor of Dan Meyers or Jill Pranger, or in memory of Karen Gaffney, are welcome. You can make your donation to **AFP, Genesee Valley Chapter**, and note that it is intended for one or more of these funds. You can also donate online.

For more information, or to submit a scholarship application, go to [www.afpgv.org](http://www.afpgv.org).

## 2014 AFPGV leadership

### Officers

*President:*

**Melanie Barnas-Simmons,**

*VP of Professional Advancement:*

**John Williams**

*VP of Marketing:*

**Tiffany Paine-Cirrincione**

*VP of Membership:*

**Terra Keller**

*Treasurer:*

**Anne McKenna**

*Secretary:*

**Ryan Elizabeth Kelly**

### Directors

*Communications Committee chair:*

**Derek DeSol**

*Diversity/Inclusion chair:*

**Gretchen Wood**

*Education Committee:*

**Katharine Bassney, Becky Herman,**

**Cynthia Pacia, Marlisa Post, Debra Salmon**

*Every Member Campaign chair:*

**Ryan Elizabeth Kelly**

*Government Relations chair:*

**Kimberly Clark**

*CFRE chair:*

**Tammy Cohen, CFRE**

*Membership chair:*

**Martha (Brown) Valenti**

*Regional Conference Co-chairs:*

**Melinda Goldberg, Karen Higman**

*Board members:*

**Patty Schwarzweller, Debbie Zeger, CFRE**

### Other non-board positions

*Scholarship chair:*

**Julie Murawski**

*Social Media chair:*

**Kate Balconi**

*Awards chair:*

**Bradley Schreiber**

*National Philanthropy Day chairs:*

**Meaghan deChateauvieux,**

**Karen Humbert**

*Newsletter editor:*

**Ruth E. Thaler-Carter**

*Chapter administrator:*

**Brenda Thornton**

### Open positions

*Ethics chair, Fundamentals chair*

*Contact the AFPGV office to volunteer.*

## Conference scholarship recipient offers lessons learned at BIG Gifts

Congratulations to **Emily Marullo**, development associate at Geva Theatre Center, recipient of AFPGV's 2014 scholarship to the annual **Regional Conference**. Here are highlights of her experience.

### What was one thing that surprised you about the BIG Gifts conference?

The diversity of professionals in the room. It was great to see a mix of young professionals, "accidental fundraisers," senior level staff and board members all in the same learning environment. I find the different perspectives of staff and volunteers extremely valuable.



### Name one or two things you learned at the conference, even if it's just a quick tip.

No isn't "No" until it's been qualified four times! Mark Zawacki spoke about finding out why somebody said no. Is the amount too much? Is the timing wrong? Is the asset wrong? Is the area of interest incorrect?

### What was your favorite workshop or topic or speaker?

I really enjoyed Michael Cooney's presentation. The examples of why and how to protect an organization from contingencies that could emerge from donor restricted gifts was though provoking. Also, I couldn't help but think Michael would be a great addition to Geva Comedy Improv!

### What brought you into the field of fundraising?

During my freshman year of college, I traveled to Biloxi, Mississippi, as part of United Way's Alternative

Spring Break program. I returned year after year and inevitably learned more about nonprofit careers. My volunteer work was recognized by the College at Brockport when I was awarded "Student Volunteer of the Year."

Through this award, I was introduced to the Division of Advancement staff at the college. I was about to start a master's program and they were looking for a graduate assistant. The stars aligned and that's when it all began! I was fortunate to work with an amazing team through my assistantship. They were extremely supportive and allowed me to explore different facets of fundraising.

### How can you see being a part of AFP beneficial?

Besides having the opportunity to network & learn from my peers, I've found AFP to be a great support system. I left the #BIGgifts conference with a sense of purpose and empowerment.