

NATIONAL PHILANTHROPY DAY® CHANGES FOR 2015

National Philanthropy Day® in Rochester will be celebrated on November 6, 2015, at the Rochester Riverside Convention Center. Join us to recognize and pay tribute to the great contributions that philanthropy makes in our lives and our community.

Throughout the years, AFPGV has honored individuals, groups and organizations whose philanthropic endeavors are unparalleled in our community, and we are proud to continue that tradition. After much feedback, research, and thoughtful discussion, we've made some changes to our award process and categories this year. At this year's celebration, everyone's a winner! We will recognize and honor the winners from the more than thirty nominations received. All other nominations will be kept confidential. Winners will be announced to the public mid- September.

And we're excited to introduce a new category: the Multi-Generational Award. Join us on November 6th to celebrate this year's best and brightest stars in the Rochester philanthropic community in one of the following categories:

- New! Multi-Generational Award
- Outstanding Philanthropist
- Outstanding Volunteer Fundraiser
- Outstanding Youth Volunteer Fundraiser - Individual
- Outstanding Youth Volunteer Fundraiser - Group
- Outstanding Corporation
- Outstanding Foundation
- Robert A. Clinger Outstanding Fundraising Professional

Winners will be announced in mid-September. Stay tuned! ☺

PRESIDENT'S NOTE: MELANIE BARNAS-SIMMONS

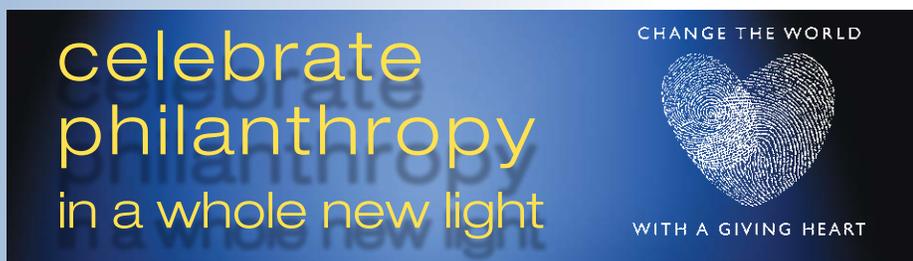
As many of you know in your own respective organizations, good people are hard to find. We all desire to work with and work for dedicated, loyal, diligent and passionate people. Here at AFPGV, we have one such person who is the strongest chain in our link and has kept us on track for the last five years.



Our Chapter Administrator, Brenda Thornton, is one of the most conscientious, caring and organized people I have ever met. Our Board of Directors often echoes that sentiment as we work throughout the year planning various programs and events. I often hear, "What would we do without Brenda?" I shudder to think of that scenario.

Brenda routinely goes above and beyond her duties because she cares about our members and our pursuit of ongoing education and advancement in the field of fundraising. We are truly grateful as a chapter for all of her hard work.

As we all know, gratitude goes a long way. If you have the opportunity, take a moment to thank Brenda for all of her hard work to make AFPGV the outstanding chapter it is! ☺



WILLIAMS DIVERSITY SCHOLARSHIP ANNOUNCED

AFPGV Board Member John Williams, inspired by the personal and professional support he has received through his membership in AFPGV, has generously announced his intention to fund the Williams Diversity Scholarship for AFPGV. This scholarship will fund one AFPGV membership annually for an individual who is a member of a diverse community and/or serves a diverse community. The application process for this scholarship will be announced later this summer and it is expected that the first winner will be announced at National Philanthropy Day. The entire AFPGV chapter thanks John Williams for his visionary leadership and generosity. ☺

**Association of Fundraising Professionals
— Genesee Valley Chapter**

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Chapter & Verse newsletter

Tiffany Paine-Cirrincone, Editor & Marketing VP
Wayne Bulling, Graphic Design

AFP INTERNATIONAL CONFERENCE IN REVIEW

By Anne McKenna, CFRE

“Wow, who knew there was a whole organization of you people?” said Whoopi Goldberg as she addressed more than 4,000 fundraisers at the AFP international Conference in Baltimore in March. Though Whoopi is a long-time philanthropist, and I myself, have been a fundraiser for many years, I felt the same way. You really have to see the Conference to believe it. The size and scope of AFP International and this Conference is nothing short of amazing.

I am honored and grateful to have attended the Conference as our Chapter's Chamberlain Scholar. Though I was overwhelmed at first, the Conference was well-organized and offered a wide array of activities packed into three days. Though the weather was unusually chilly, (I think the snow and cold follows me) I enjoyed staying at the Inner Harbor and taking a short walk to the Convention Center each day, which is itself seven blocks long. The range of educational sessions to choose from, the effective speakers, a book fair, the exhibitors' marketplace, demonstrations, choice of receptions and parties, all made for a tremendous experience.

The general sessions with well-known speakers were all very good; from the humor of Whoopi Goldberg to the wit and eccentricities of Seth Godin and the sincerity of Isobel Allende. I appreciated the variety and breadth of 120 educational sessions that were offered, and often wished I could go to more than one session at a time.

Did you know that you can call a prospect as many as seven times? That you can solicit prospects as many as 21 times in a year? Did you know that people start thinking about their philanthropy at the age of 60? Did you know that the average age of donors is 72? (So much for all our emphasis on reaching the young!) Did you know the recession

I enjoyed sharing meals and conversations with fundraisers from many states as well as foreign countries including Norway, Japan, the United Kingdom and South Africa.

is over and it is a good time to invest in fundraising and fundraising staff? Many were the facts I learned from the likes of Tom Ahearn, Steve McLaughlin and Simone Joyaux, to name a few. Many of these speakers were folks whose books I'd read or whose audio conferences I'd heard and it was nice to see them in person and learn more.

The Baltimore location enabled many local chapter members to attend, and I enjoyed running into fellow Rochesterians, as well as attending a session led by our own Steve Smith and Jill Pranger. I enjoyed sharing meals and conversations with fundraisers from many states as well as foreign countries including Norway, Japan, the United Kingdom and South Africa.

As I embark on my term as President-elect of AFPGV, I am thankful for the opportunity to learn more about AFP as an organization, and always grateful to learn more information that I can use in my work. I enjoyed visiting the City of Baltimore (fortunately, one month before the rioting) and took an extra day to visit historic Fort McHenry and Fell's Point. I also enjoyed a lovely evening at one of the AFP parties, overlooking the Inner Harbor from the Maryland Science Center, featuring tours, activities, and delicious Maryland crab cakes.

Receiving the Chamberlain Scholarship meant so much to me... I am honored to be recognized by my peers and to be worthy of your support and investment. This was a unique, life-changing experience. I feel I have strengthened my fundraising knowledge and skills in a way that will greatly help my organization, as well as will help me to lead our local AFP Chapter as President in 2016.

I left Baltimore feeling re-energized about my work and my life. I stand a little taller as a fundraiser these days. Whoopi shared these comments, “Your work is important. You give people hope; you make their dreams come true. I wouldn't be where I am today without gifts from others, and the people that made it happen.”

For those members applying to be the next Chamberlain scholar, or considering the conference in Boston next Spring, I highly recommend it! 

*Camden Station, Baltimore
photo by James G. Howes*



ANNUAL CONFERENCE ROUNDUP

With an extended day and two nationally known speakers, this year's conference brought home the feel of a truly comprehensive day of learning.

The day started with an ever-popular networking breakfast with fundraising peers and vendor-exhibitors.

Educational programming began with inspirational remarks from Sister Christine Wagner, Founder and Executive Director of St. Joseph's Neighborhood Center and winner of the 2014 Farash Prize for Social Entrepreneurship.

Sr. Chris spoke about her years of determination and strategic planning that has helped grow her small grassroots agency. She reminded the audience to appreciate every person's contribution — whether it is a skill or financial contribution — both are important and can make a difference.



Next on the schedule was Abbie von Schlegell, CFRE, Principal of A. von Schlegell & Co. who demonstrated to us the power that women have in family finances and donation decisions.

Many development directors in attendance were energized to create women's groups and giving circles within their agencies.

"Table Topics" provided a unique lunch-time opportunity for attendees to focus on a specific area of fundraising. The setting allowed newer professionals time to interact with seasoned colleagues as they discussed single-interest topics related to fundraising, such as: major gifts, ethics, grants, special events and unique concerns development professionals often face.



The afternoon session featured an energetic Bruce Berglund, CFRE, Founder and President of Donor by Design Group. Bruce gave attendees plenty of ammunition

to engage board members as helpers in the solicitation proves and how to go after Big L leaders.

Attendees expressed their appreciation for having the opportunity to hear speakers from outside the Rochester area. Their national perspective affirmed what many local organizations are doing within their development programs, but also brought fresh ideas.

Whether or not you attended the 2015 Conference, your input and feedback is welcome as the committee lays groundwork for 2016. To share comments or help on the planning committee, please contact Brenda Thornton, Chapter Administrator, at info@afpgv.org.

Please support and thank our sponsors and exhibitors:

Lead Sponsors

- Rochester Regional Health System
- The YMCA of Greater Rochester

Partner Sponsors:

- GiveGab
- Innovative Solutions
- The University of Rochester

Exhibitor Level:

- Cooley Group
- Greater Giving
- Karpus Investment
- Phoenix Graphics
- The Strathallan – DoubleTree by Hilton
- Tim Thomas & Associates

Additionally, thank you to everyone who participated in our recent 2016 AFPGV Conference Survey! We had a great response and sincerely appreciated your input, which will guide us as we make key decisions about next year's conference. As promised, we randomly selected one participant to receive a \$25 Wegmans gift card. Congratulations to Lynn Lubecki from Rochester Childfirst Network! 🎉

Upcoming Events

Wednesday, September 2, 2015
Solo Shops Networking Group:
Topic: Partnering With Other Non-Profits
Brown Bag Lunch at United Way

Wednesday, September 9, 2015
Young Professionals Networking Group:
Happy Hour at Ox and Stone
(282 Alexander St - www.oxandstone.com)

Thursday, September 17, 2015
AFPGV Luncheon Program at
Locust Hill Country Club
Topic: Board Development Panel

Tuesday, September 29, 2015
AFP Webinar at University of Rochester:
Creative and Compelling Fundraising
Messages for Digital Solicitations

Thursday, October 8, 2015
Young Professionals Networking Group:
Lunch at Full Belly Deli
(1225 Jefferson Rd - www.thefullbellydeli.com)

Wednesday, October 14, 2015
AFP Webinar at University of Rochester:
Social Media and Ethics in Fundraising

Tuesday, October 20, 2015
AFPGV Breakfast Program at
Locust Hill Country Club
Topic: Managing the Ask... Essential Steps
When Soliciting Major Donors
Speaker: Diane M. Carlson, CEO of 1-2-1
Philanthropic Services
New Member Orientation

Wednesday, November 4, 2015
Solo Shops Networking Group:
Brown Bag Lunch at United Way

Friday, November 6, 2015
National Philanthropy Day Luncheon

Wednesday, November 18, 2015
AFP Webinar at University of Rochester:
Ten Ideas to Elevate Your Small Shop
Fundraising Program

To see the full listing of the year's events, please visit www.afpgv.org. 🎉

LINKING ANNUAL GIVING & MAJOR GIFT PROGRAMS

By Jared Longmore

While each non-profit has different parameters for what constitutes a major gift, most understand the importance of a healthy major gift program. This makes sense. Major gifts can provide transformational funds for an organization, program, or project. However, an issue arises when nonprofits neglect the people who comprise the majority of their donor bases. This issue is all the more important in a town like Rochester.

Rochester's economic and philanthropic landscape has changed drastically over the past three decades with the downsizing of the "Big 3" employers and the exodus of employers seeking more tax-friendly environments.

With this economic turmoil, it should be no surprise that the Rochester Area Community Foundation's *Benchmarking Rochester's Poverty* report found that among similarly-sized cities, Rochester ranks first in both childhood poverty (>50%) and extreme poverty (16.2%). The report again listed Rochester as the 5th poorest city amongst the nation's 75-largest metropolitan areas.

The Chronicle of Philanthropy ranks Rochester as the 279th most philanthropic city in America, with residents giving away about 3.9% of their income each year. But, as you dial in to the data, one fact stands out: individuals making less than \$25,000

and between \$25,000 - \$50,000 give the largest percentage of their income to charity.

This isn't meant to discredit Rochester. As fundraisers, we see the generosity of our community each and every day. For example, the city has received national recognition for its volunteerism. According to the *Volunteering and Civic Life in America* report, published annually by the Corporation for National & Community Service, Rochester residents volunteer an average of 39.8 hours annually—tied for 7th highest with Portland, Oregon.

None of these facts should discourage non-profits from starting or continuing to operate a major gift program. On the contrary, non-profits should view annual giving as both the foundation of a nonprofit's revenue stream and a conduit to funnel donors towards larger and more significant gifts. The point is simple: *today's annual givers can become tomorrow's major gift prospects with proper stewardship.*

Take, for example, a female donor whom Abbie von Schlegell profiled at the AFPGV Regional Conference. The donor was an only child, had never married, and had a full teacher's pension. On top of this the donor had a particular interest in investing and had inherited a fair amount of money when her parents had passed away.

This donor had given \$100 per year for the majority of her adult life. She didn't have a high annual income or an expensive house, and she hadn't sought to become more involved through volunteering. In other words, she was exactly the kind of person who would fly under the radar if she mailed a \$50 or \$100 check to your organization. She surprised everyone when she documented a \$1,000,000 bequest intention.

Of course this is an extreme example, but now, more than ever, is the time to embrace those \$20, \$50, and \$100 donors. Nonprofits can do this in a number of ways:

- Focus on the quality of direct mail and think of it as another way to communicate with your donors.
- Thank your annual donors with acknowledgement letters—beyond the standard tax-deductible letter—and phone calls. Ask them why they give.
- Give your donors a chance to get more involved and buy into your mission with skilled volunteering opportunities.
- Consider creating/enhancing your giving societies to encourage donors to upgrade.

Every nonprofit can find hidden treasure by examining its annual giving program. It's up to the fundraisers to find it. ☺

"TODAY'S ANNUAL GIVERS CAN
BECOME TOMORROW'S
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MEMBERSHIP NEWS

Welcoming new members!

Joan B. Brandenburg

Development Director for Catholic Charities Community Services

Lindsay Chambers

Development and Program Coordinator for the Women's Foundation of Genesee Valley

Michael Clarcq

Owner of the Burgundy Basin

Samantha Corrigan

Communications and Grant Writer at the Center for Disability Rights, Inc.

Robert Hoggard

Director of Fundraising and Membership for Metro Justice

Jenna H. Iannucci

Membership Manager at The Little Theatre Film Society

Jarred Christopher Jones

Foodlink, Inc.

Stephanie Lesko

Director of Fundraising Events and Volunteer Engagement at the Al Sigl Community of Agencies

MILESTONES!
25 years:
Judith Lemoncelli
and Mark Peterson
30 years:
Richard Ensman
35 years:
Daniel Meyers

Chelsea C. Lingrel

Book Sales Manager at Friends & Foundation of the Rochester Public Library

Stephen Malley

VP of Business Development for Givegab

Karly Marshall

Marketing and Development Specialist at Trillium Health

Jackie McGriff

Administrative Assistant at WXXI Public Broadcasting Council

Michaela Neer

Director of Development at Trillium Health

Gabriella Parrinello

Communications Coordinator & Graphic Designer at the Jewish Senior Life Foundation

Linda L. Rubens

Advancement Officer at the Jewish Home Foundation

David L. Walbaum

Vice President at the Al Sigl Foundation

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Tiffany Paine-Cirrincone

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Terra M Keller

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John Williams

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Ryan Elizabeth Kelly

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Michael Crisona

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Derek DeSol

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Resource Development Committee Chair:

Cynthia Pacia

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Government Relations Chair: Marc Smith

Board Member: Josh Symer

Diversity Chair: Gretchen Wood, CFRE

OTHER POSITIONS (NON-BOARD)

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CFRE Chair: Tammy Cohen, CFRE

2015 National Philanthropy Day Chair:

Meaghan de Chateauvieux

2015 Regional Conference Co-Chair:

Karen Higman

Awards Chair: Tracy Schleyer, CFRE

Chapter Administrator:

Brenda Thornton

BE THE CAUSE IN FULL SWING

Our chapter can take pride in the fact that 100% of our Board Members have made a gift to the **BE the CAUSE** Campaign. Passion, purpose and pride not only drive what we do, but why we do it. My fellow Board Members and I invite you to join us by making a gift to the 2015 BE the CAUSE Campaign in support of our chapter and the AFP Foundation for Philanthropy.

We are 24% away from reaching our 2015 goal of \$6,332! This is outstanding progress and we encourage all of our members to participate this year by making a donation. When you give back to our annual fund you are part of something that really matters. You truly make a difference locally, nationally and globally and you build the capacity of philanthropy for the greater good.

This year, we are encouraging our members to join the Alpha Society with a monthly, recurring donation of \$10.00 or more. It's easy to do – 71% of our current donors have joined the Alpha Society! Visit www.afpfoundation.org/bethecause for more information and to make your gift today!

As always, thank you for all that you do. Your gift is a strategic investment in the AFGV chapter, supporting key initiatives such as diversity and inclusion, professional education and leadership development, research and scholarships. ☺

