

A MESSAGE FROM THE PRESIDENT

Dear Members:

From monthly programs to networking, to conferences and credentials, I have learned much and greatly enjoyed my participation in all of these offerings as a member of AFPGV. For me, that membership began way back in 1987, when the chapter was then known as NSFRE, the National Society of Fundraising Executives. I later took an 11-year hiatus from fundraising (1996 to 2007) to work in marketing. When I went back into development in 2007 and re-joined AFP, I was surprised how much the Chapter had grown and changed.



Members can and should take pride in the fact that our Genesee Valley Chapter is truly a thriving and successful ten-star chapter. I'm pleased to take the reins at a point in which the Chapter is well-organized, growing and diverse. We are now a chapter of 228 members.

I continue to pick up helpful information from each and every program, as well as enjoy networking with fellow AFPGV members and colleagues. I urge all members to take advantage of the many opportunities that AFP offers. The monthly programs, webinars, and the Regional Conference offer an opportunity to hone your practices. The local and international website at www.afpnet.org are also wonderful resources. Do apply for scholarships... I have won both a Meyers and a Chamberlain scholarship that gave me the opportunity to attend our local Regional Conference (at no cost to me or my grassroots agency) and to travel out of state for international and leadership conferences to better know the workings and the reach of AFP International.

Over the past five years, I have gladly served as Fundamentals Chair, BTC Chair, Conference committee member, Board Member and Treasurer. I look forward to serving as your AFPGV President in the coming year. Please consider my door open to you if you have questions, concerns, or ideas. I hope to see you at the upcoming programs on January 26th and March 2nd, and at our exceptional Regional Conference on April 28th. My best wishes to you and to our Chapter for a successful New Year!

Sincerely,



Anne McKenna, CFRE
Director of Development and Communications
St. Joseph's Neighborhood Center, Inc.

SAVE THE DATES:

March 20-22, 2016

AFP International Conference

INTERNATIONAL
FUNDRISING
CONFERENCE BOSTON, MA

Thursday, April 28, 2016

AFPGV Regional Conference
at the RIT Inn & Conference Center

**RE-THINKING
PHILANTHROPY**



Association of Fundraising Professionals
— Genesee Valley Chapter
PO Box 425, Spencerport, NY 14559
tel: 585-586-7810 | fax: 888-366-9196
eml: info@afpgv.org | web: www.afpgv.org
twtr: @afpgv | fb: www.facebook.com/afpgv

Chapter & Verse newsletter
Karly Marshall, Editor
Wayne Bulling, Graphic Design

NATIONAL PHILANTHROPY DAY 2015

More than 475 fundraising professionals, honored guests and friends attended the National Philanthropy Day Luncheon this past November to celebrate philanthropy in our community. The winners, pictured to the right, include Constellation Brands, Golisano Foundation, Steven Smith, CFRE, Jurij & Marie Kushner, R. Carlos Carballada, McQuaid Jesuit HS Crew Team, Kyle Stein and the Flaum Family. Thank you to everyone for your nominations and for making National Philanthropy Day a success.




OPPORTUNITIES TO ENHANCE DONOR ENGAGEMENT IN 2016

By Gretchen Wood, CFRE
Director of Donor Engagement, Monroe Community College Foundation

The New Year offers the opportunity to take a fresh approach to our work and ideally, to strengthen our relationships with our donors. As you make your list of goals for 2016, I encourage you to consider incorporating a few of these:



1. Don't do everything the same way you did it last year, and the year before that, and the year before that. It's so easy to get in a rut and stick to our usual plans but too often those plans include activities that aren't necessarily valued and could be replaced with one that is.
2. (You may have guessed this one.) Find out what is valued? Engage your donors in conversations about what they want to hear from you. In what format? What frequency? Surveys and conversations on social media allow us to learn more about where donors' interests lie.
3. Thought #2 really supports this reminder. Be sure donors are hearing from you not just when you need donations. Building a community of support for your organization means making your donors and volunteers a true part of the organization. If you are not engaging those interested in doing more than just giving you money, please know other organizations will.
4. On that note, don't assume that you know why they give to you. Ask, and then keep a record of that. Show donors you know and care about them by keeping them informed about issues most related to their area of passion. Get them involved.
5. Finally, time to put that fancy new iPhone, or whatever gadget you have, to work. Send donors quick thank you videos from the clients your organization serves. Incorporate client photos and videos into your board meetings to strengthen the connection between your volunteers and those they are committed to serving. You get the idea.

You probably have even better ideas than these to share. I look forward to hearing (and stealing) some of your ideas at the next AFP meeting. Happy New Year! 

Find Gretchen on LinkedIn: <https://www.linkedin.com/in/gretchen-wood-cfre-44502a7>

Upcoming Events

Tuesday, February 9, 2016
Young Professionals Networking Group
Lunch & Conversation at 12:00 p.m.
at the Village Bakery at The Armory
RSVP online:
<http://whoozin.com/3EC-7T4-HGKN>

Thursday, February 11, 2016
AFP Webinar at University of Rochester:
Money Wellness: Unleash the Power to
Big Gifts

Wednesday, March 2, 2016
AFPGV Lunch Program at
Locust Hill Country Club
Details TBD

Thursday, March 17, 2016
Young Professionals Networking Group
Brown Bag Lunch
WXXI, 280 State Street
4th Floor Conference Room
RSVP online:
<http://whoozin.com/3EC-7T4-HGKN>

Tuesday, March 29, 2016
AFP Webinar at University of Rochester:
Five Simple Strategies to Boost Donor
Retention

Wednesday, April 13, 2016
Young Professionals Networking Group
Happy Hour Networking at 5:30 p.m.
at Swiftwater Brewing Co.
RSVP online:
<http://whoozin.com/CK7-3WU-C74E>

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

BE  CAUSE
Empower. Strengthen. Transform.

Thank you to all of our 2015 "Be the Cause" Campaign donors. Because of generous supporters like you, we surpassed our goal of \$6,332 by raising \$6,537! AFPGV will receive back 25% of the funds raised. Thank YOU for your support!

P.S. It's never too early to make your 2016 gift!

MEMBER SPOTLIGHT

Lauren Spiker

Organization/Position

13thirty Cancer Connect, Founder and Executive Director

How long have you worked in fundraising?

As the Founder of our non-profit, fundraising has always been one of my key responsibilities. I established the organization, initially called Melissa's Living Legacy Teen Cancer Foundation, in 2001 after the death of my 19-year old daughter. Prior to Melissa's death, I owned a small leadership and management consulting business through which I had many business contacts. Building on these relationships while nurturing new ones was important to our early fundraising efforts.



What's your favorite part about working in fundraising?

Fundraising is essentially relationship building, one of the things I have always enjoyed. In my early career, I was a special education teacher and being able to build trusting, supportive relationships was critical to my students' success. In my current position, building relationships with donors also gives me the opportunity to advocate for our teens and young adults with cancer who have historically been underserved.

Why did you become a member of AFP?

As our organization grows, we need to optimize both our operational and fundraising capacity. We recently went through a rebranding process after expanding our mission to include young adults as well as teenagers. This opens up many new doors to potential partners as well as donors. I'm looking forward to learning new strategies through AFP to realize our vision of helping teens and now, young adults with cancer live their very best lives.

What is your favorite non-fundraising thing about Rochester?

One of the reasons I love living in Rochester is the variety of landscapes within easy reach. In just a short drive, you can be at a lake, large or small, in the mountains or in rolling farmland. I also love the changing seasons.

What are some of your favorite hobbies?

One of my passions, second only to spending time with my grandchildren, is working in my garden. As the seasons change, so does my garden. It renews my faith that the universe always balances itself and that change is not to be feared but embraced. Getting my hands dirty always feels good.

Where is your favorite place to eat in Rochester?

My husband and I have a standing Friday night date. Wherever that brings us is my favorite place.

What is one office supply you couldn't live without?

A pencil sharpener! I'm a doodler – it helps me think.

Find Lauren on LinkedIn: <https://www.linkedin.com/in/lauren-spiker-3861b211>

WELCOME NEW MEMBERS!

Amy Button

Marketing & Events Manager at Foodlink NY

Jennifer Clar

Director of Communications at Lifetime Care

Jillian Elizabeth Seaton Ference, MS

Community Manager, Relay for Life at American Cancer Society

William Foster

Andrew Grossman, MBA

VP of Development & Marketing at Alzheimer's Association

David Hutchings

Executive Director at Sonnenberg Garden

Lynn Keller

CP Rochester

Jennie Papkin

Cameron Community Ministries

Michelle Parnett-Dwyer

Director of Foundation & Corporate Relations at The National Strong Museum of Play

David Spiehler

Director of Development at The Greater Canandaigua Civic Center

Looking for a new opportunity?

Check out the AFPGV Job Postings page.
www.afpgv.org/view-current-job-postings



MEMBER SPOTLIGHT

Michaela Neer

Organization/Position:

Trillium Health, Director of Development

How long have you worked in fundraising?

Almost 20 years. Like all fundraisers, I kind of fell into it. After college I started at the MIT Cancer Center and helped prepare the Director for donor visits. I worked with some brilliant people and fundraising let me be a part of their incredible research.

**What's your favorite part about working in fundraising?**

Seeing what joy giving can bring to donors. Right now we are fundraising for our Patient Care Fund which provides immediate financial assistance to folks who need treatment urgently. There is a beauty in seeing what one person's generosity can mean for the health of someone else in need.

Why did you become a member of AFP?

I moved to Rochester from Chicago this past summer and AFP has been a great way to meet people. Unlike Chicago, there isn't a competitive atmosphere. Instead, we're all working to support the city in different ways.

What is your favorite non-fundraising thing about Rochester?

Rochester has an extraordinarily vibrant LGBTQ community. Everyone I've met has been so warm and welcoming. I'm proud to be an ally in the community during such an exciting time of change.

What are some of your favorite hobbies?

When I'm not running after my 2-year old, Dillon, I love DIY projects. I just got an antique gossip chair off Craigslist that I'm refinishing. I may have accidentally stained my garage floor, but the end piece will be worth it!

Where is your favorite place to eat in Rochester?

Village Bakery at the Armory. I love the basil chicken salad. It's a great place for donor meetings — not too pricey, but a beautiful space.

What is one office supply you couldn't live without?

I have a gumball machine in my office filled with M&Ms, crucial for that 4:30 chocolate-pick-me-up.

Find Michaela on LinkedIn: <https://www.linkedin.com/in/michaelaneer>

Chapter Leadership

OFFICERS

President: Anne McKenna, CFRE

Immediate Past President:
Melanie Barnas-Simmons

Treasurer and Diversity Chair:
Gretchen Wood, CFRE

Secretary and Webinars Chair: Jillian Carter

VP of Marketing: Jared Longmore

VP of Membership: Sarah Goldstein Post

VP of Professional Advancement:
Michael Crisona, MS

BOARD OF DIRECTORS

Membership Chair: Bonnie Butkas

*Board Member and Senior Advancement
Professionals Networking Group Facilitator:*
Melinda Goldberg

Education Committee Chair: Becky Herman

Be The Cause Campaign Chair:
Karen Humbert

Board Member: Terra M Keller

2016 Regional Conference Chair: Tracy Kroft

*Communications Committee Chair and Young
Professionals Networking Group Co-Facilitator:*
Emily Marullo

*Fundamentals of Fundraising Chair and
Scholarship Chair:* Julie Murawski

Ethics Chair: Marlisa Post

Government Relations Chair: Marc Smith

OTHER POSITIONS (NON-BOARD)

Social Media Chair: Lauren Bevacqua

2016 National Philanthropy Day Chair:
Whitney Brice

CFRE Chair: Tammy Cohen, CFRE

Capital Campaigns Networking Group Facilitator:
Karen Higman

Solo Shops Networking Group Facilitator:
Krystyna Staub

Awards Chair: Tracy Schleyer, CFRE

*Young Professionals Networking Group
Co-Facilitator:* Danielle Abramson Swartz

Chapter Administrator:
Brenda Thornton