

## PRESIDENT'S MESSAGE

Dear Members:

“Opportunities don’t happen to us. We create them.” This quote from Chris Grosser reminds me that, through our membership in AFP, we create our own opportunities... opportunities to grow, to network and to continually hone our skills as successful and ethical fundraisers. I hope that, as members, you find that the opportunities offered by AFP are helpful, and that you are able to take advantage of your membership’s wide array of choices. Upcoming programs include a Government Relations discussion, which will be offered as our September 13th luncheon program. One of most popular programs, “Meet the Funders,” will be held October 20th. I hope that you will take advantage of these programs and other opportunities, such as webinars, scholarships, YP and SAP social gatherings, executive referrals and small group discussions such as Solo Shops and Advancement Answers.



I also ask you to please save the date — November 4th — for National Philanthropy Day, a special day in which we celebrate our work and recognize exceptional donors and volunteers in our community. Do you know a remarkable philanthropist, foundation, corporation, or volunteer youth group, that you would like to honor? AFP offers this opportunity for you to nominate them for an award and to be celebrated in our community. Please visit [www.afpgv.org](http://www.afpgv.org) to cast your nominations by July 15th.

I thank you for the success that we make as a Chapter. Our activities happen due to the commitment and dedication of our volunteer board and committee members. A special thanks to our Regional Conference committee that presented “Rethinking Philanthropy” on April 28th. The event was one of our most successful yet, with more than 190 attendees and \$17,000 attained in sponsorships and exhibitor income. My thanks to committee chair, Tracy Kroft and members Wayne Bulling, Melinda Goldberg, Karen Higman, Jared Longmore, Julie Murawski, Cassandra George Ramos, and Kristin Salter, as well as our guest speakers and sponsors. My thanks and best wishes to Dan Meyers, our plenary speaker and chapter founder, who retired as President of the Al Sigl Center after 29 years of service. Dan’s presentation proved especially meaningful to guests. A special thanks to Brenda Thornton, our Chapter Administrator, who makes certain that each of our events is made a success. May opportunities abound for all of you in the coming months.

Sincerely,



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

## NPD UPDATE CATHERINE’S PEACE TEAM MARCHES ON

If you attended National Philanthropy Day in 2013, odds are you remember Jack Sullivan and Catherine’s Peace Team – recipients of the Outstanding Youth Fundraiser-Group award.

Jack, whose cousin, Catherine Hubbard, tragically lost her life at Sandy Hook, helped to raise more than \$75,000 for the Catherine Violet Hubbard Animal Sanctuary through sales and presentations at organizations around Rochester. If this wasn’t impressive enough, he also founded Catherine’s Peace Team, a group of children seeking to bring the community together with a message of peace and kindness – traits embodied by his cousin, Catherine.

As we approach this year’s National Philanthropy Day, we wanted to take an opportunity to catch up with the precocious 11-year old and learn about what Catherine’s Peace Team is doing today.

### **What is the mission of Catherine’s Peace Team?**

To raise money for the Catherine Violet Hubbard Animal Sanctuary, and to promote peace and kindness.

*Continued next page*

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

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*Chapter & Verse newsletter*

Karly Marshall, Editor  
Wayne Bulling, Graphic Design

## NPD UPDATE *Continued from front page*



*Jack Sullivan, Founder Catherine's Peace Team Recipient, Outstanding Youth Fundraiser – Group Award 2013*

### ***Tell us what's been going on with Catherine's Peace Team since we heard from you last.***

In November 2015, we held the 3rd Annual Peace Party. Not only did we raise over \$15,000 at the event, we connected families to several local animal adoption organizations. Over the past three years, this event has raised over \$75,000 for the Catherine Violet Hubbard Animal Sanctuary. The Peace Team's total for fundraising is now over \$150,000.

### ***What is your favorite part about founding and leading Catherine's Peace Team?***

To be able to plan great events for such a great cause.


### ***How does it feel to have formed Catherine's Peace Team?***

I feel great pride in knowing that Catherine's Peace Team has done so much and connected so many people to the Catherine Violet Animal Sanctuary.

### ***How can we support Catherine's Peace Team?***

You can learn more about Catherine's Peace Team on Facebook at <https://www.facebook.com/CatherinesPeaceTeam/> and the Catherine Violet Hubbard Animal Sanctuary at [cvhfoundation.org](http://cvhfoundation.org).

Donations are always appreciated— you can do so online or by mailing a check payable to Catherine Hubbard Animal Sanctuary to: PO Box 121, Pittsford, NY 14534.

If you know an outstanding young person or group of young people involved in philanthropy, you can nominate them online. Visit [afpgv.org](http://afpgv.org) for more information and to download a nomination packet. The deadline is July 15. 

**NPD 2016  
NOMINATE &  
SAVETHEDATE  
NOVEMBER 4**

## 5 FUNDRAISING FAVORITES

### 1. BLACKBAUD GIFT RANGE CALCULATOR

[www.blackbaud.com/nonprofit-resources/gift-range-calculator](http://www.blackbaud.com/nonprofit-resources/gift-range-calculator)

Any time you're trying to forecast your fundraising success (either annually or for a capital campaign) it's helpful to know the math required to meet your end goal. When you input your goal amount into Blackbaud's free calculator it will tell you exactly how many gifts and prospects you need to be successful.

### 2. THE FUNDRAISING AUTHORITY

[www.thefundraisingauthority.com](http://www.thefundraisingauthority.com)

If you are looking to take a multiple week "class", The Fundraising Authority is for you. Without the pressure of homework, you are emailed weekly outlines for that session's fundraising topic. From special events, to major donors, to endowments, The Fundraising Authority has it all.

### 3. SHOWCASE OF FUNDRAISING INNOVATION AND INSPIRATION

[sofi.org](http://sofi.org)

The Showcase of Fundraising Innovation and Inspiration contains best-in-class examples of direct mail, social media,

*Whether a seasoned professional or new to fundraising, here are some valuable resources for your development toolbelt.*

press advertising, and everything in between. Need inspiration for that upcoming e-campaign? Look no further. SOFII is like Pinterest for fundraisers.


### 4. COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

[www.case.org](http://www.case.org)

Whether you're in education fundraising or not, the Council for Advancement and Support of Education website has great resources for all types of fundraisers. Read through their white papers and research for some of the best (and free) fundraising analysis on the market today.

### 5. ZILLOW

[www.zillow.com](http://www.zillow.com)

I know what you're thinking—the real estate search website? Think prospect research on a shoe string budget. It won't provide the full picture, but it will give you a good head start on determining your next major gift ask. When you search by address you can discover what the home sold for and what Zillow thinks its current value might be. 

# AFPGV CONGRATULATES DAN MEYERS

AFPGV congratulates Dan Meyers, President of the Al Sigl Center, who recently retired after 29 years of service. Dan is a founding member and former President of our AFP Genesee Valley Chapter. Dan was recognized by AFP International in 2000 as Fundraising Executive of the Year. Dan, we thank you for bringing about our wonderful, thriving chapter and most of all, for being a champion for the fundraising profession in our community. We are grateful. ☺



*Above, Dan with Jack Sullivan at NPD 2013; center, with Susan Holliday and Ambika Sharma at NPD 2014; top right, Dan with his International Fundraising Executive of the Year Award in 2000.*



## IN MEMORY OF HANNAH

Our AFP chapter mourns the passing of Hannah Sollecito, an enthusiastic and passionate friend to the chapter. Hannah was transitioning her membership from the Central NY chapter to the Genesee Valley chapter after moving to Rochester for a position at Planned Parenthood of Central and Western New York last year. Hannah had become a great friend to many, especially within the Young Professionals Networking Group and Planned Parenthood family. To say she will be missed is a great understatement. ☺

## MEMBER SPOTLIGHT

**Joseph T. Nairn, D.Mgt.**

**Chief Advancement Officer  
Finger Lakes Community College**

**How long have you worked in fundraising?**

It's hard to answer. I have been informally involved in fundraising for over 30 years as a United Way volunteer and Campaign Chair. Formally, I have been in College Advancement since January 2013.

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

Making a difference for people. I try to represent to my staff and colleagues that every day we do our jobs well, people's lives are improved. To me, that is a special vocation. Above all, it's about people and relationships.

**Why did you become a member of AFP?**

Being new to the "formal" side of fundraising, I needed to develop my skills and learn more about the profession. AFP seemed like a natural fit.

**What is your favorite non-fundraising thing about Rochester?**

The big city amenities available in a smaller, affordable city. Having the world class RPO, The Little Theatre, Geva Theatre Center, RIT, UR (and FLCC, of course!) along with short commutes, affordable housing, professional sports, and internationally renowned museums...what more could we ask?

**What are some of your favorite hobbies?**

Years ago I was a nationally ranked weightlifter...now I enjoy live music, golf, touring the area wineries, and Scottish heritage events.

**Where is your favorite place to eat in Rochester?**

Ristorante Lucano on East Avenue. Chuck and Joann are lovely people, and we have never had anything that wasn't delicious.

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

I have become quite attached to my portfolio. As I get older I find that having everything I need in one, portable, easy to carry case is essential. I take notes, make lists, keep my bills and receipts, and always have business cards at my disposal.

Find Joseph on LinkedIn: <https://www.linkedin.com/in/jtnairn>

Website: <http://www.flcc.edu>

WELCOME  
NEW MEMBERS!**Rebecca Clark**

Manager of Donor Data, YMCA of Greater Rochester

**Mark Dwyer**

Communications Specialist, Foodlink, Inc.

**Jennifer Gibson, MA**

Veterans Outreach Center

**Mary Tiballi Hoffman**

Development Manager, Blackfriars Theatre

**Cathy Labrozzi**

Vice President, Mailstar, Inc.

**Lauren McKenna**

Development Associate, JCC of Greater Rochester

**Carrie Michel-Wynn, BA**

Housing Director, YWCA of Rochester and Monroe County

**Kirk Marie Miller**

Treasurer, Begin Again Horse Rescue

**Marianne Miller**

Coordinator of Development and Planned Giving, The Arc of Livingston-Wyoming

**Taryn Mullen**

Director of Marketing & Fundraising, CDS Wolf Foundation

**Amanda Nasso**

Development Assistant, Rochester Philharmonic Orchestra

**Gerianne Puskas**

Vice President of Development & Marketing, Villa of Hope

**Tara Thomas, JD**

Associate Director of Advancement, University of Rochester

**Nicolaos C. Tzetzis, BA****Bill Walter**

Associate Director of Marketing & Fundraising, CDS Wolf Foundation

**Brian Wirth, MS**

Director of Development, Holy Childhood



## Dear Ethical Ethel:

I've found out that my colleague, Fundraising Frida, who works at a different non-profit, has done something that I think violates AFP's Code of Ethical Principles and Standards. I want to file an ethics complaint against her with AFP, but I wish to remain anonymous. Is that possible?

*Bashful in Brighton*

**Dear Bashful:**

Your wish to stay in the shadows and avoid direct confrontation is understandable. However, it is not possible due to the AFP enforcement process. Like our founding fathers, AFP believes in the right to face one's accusers.

To file an ethics complaint, one must fill out and sign an AFP Complaint Form and submit it to the AFP President and CEO or the Chair of the Ethics Committee, initiating the AFP Code enforcement procedure. As part of this process, the complainant agrees that if asked, he or she will give personal testimony in front of the person against whom the complaint is lodged.

If you are unsure that an ethical violation has occurred or that an official complaint is warranted, you may call the Office of the President and CEO (1-800-666-3863). The staff will be happy to talk to you about the situation so you can decide if you wish to file a complaint. For more information, see the AFP Fundraising Ethics FAQ: <http://tinyurl.com/ye2em3c>.

**Happy Fundraising!**  
*Ethical Ethel*

P.S. Have a question for Ethical Ethel? Email it to [ethics@afpgv.org](mailto:ethics@afpgv.org) or submit online at <http://www.afpgv.org/chapter-a-verse-newsletter>. Your question may be used in the AFPGV newsletter or in social media. However, all identifying information will be removed. ☺

## Upcoming Events

*Friday, July 15* — 7:45 - 8:45 AM  
Advancement Answers (formerly Capital Campaigns)  
Networking Group Meeting  
at Panera Bread in Brighton 12 Corners

*Tuesday, July 19* — 5:30 - 7:00 PM  
Young Professionals Networking Group Meeting  
Happy Hour at Mullers Cider House  
RSVP online: <http://whoozin.com/CPN-QDQ-AXED>

*Tuesday, August 9* — 1:00 - 2:00 PM  
AFP Webinar at the UR Seminar Room  
"Engage Your Board in Fundraising"

*Thursday, August 18* — 12:00 - 1:30 PM  
Young Professionals Networking Group Meeting  
Lunch at Lovin' Cup  
RSVP online: <http://whoozin.com/VTU-FFH-QDY7>

*Friday, August 19* — 7:45 - 8:45 AM  
Advancement Answers (formerly Capital Campaigns)  
Networking Group Meeting  
at Panera Bread in Brighton 12 Corners

*Wednesday, September 7* — 12:00 - 1:30 PM  
Solo Shops Networking Group Meeting at the United Way  
Topic: "Engaging Corporate Partnerships"

*Friday, September 9* — 7:45 - 8:45 AM  
Advancement Answers (formerly Capital Campaigns)  
Networking Group Meeting  
at Panera Bread in Brighton 12 Corners

*Tuesday, September 13* — Noon  
Lunch program at Locust Hill Country Club:  
"Government Relations"

*Tuesday, September 20* — 1:00 - 2:00 PM  
AFP Webinar at the UR Seminar Room  
Relationship Fundraising - Where Do We Go From Here?

*Wednesday, September 28* — 5:30 - 7:00 PM  
Young Professionals Networking Group Meeting  
Happy Hour at Salenas  
RSVP online: <http://whoozin.com/3VF-EKN-TVFC>

To see the full listing of the year's events, please visit [www.afpgv.org](http://www.afpgv.org). ☺

## PEARLS FROM THE PROS

We asked past recipients of the National Philanthropy Day Robert A. Clinger Outstanding Fundraising Professional Award, “What is your favorite fundraising story from the trenches?” Here’s what they had to say:



From Steven Smith, CFRE, Vice President & Chief Development Officer at St. Ann’s Community – 2015 Award Recipient

*“Our Director of Pastoral Care came back from a working vacation where he served as Chaplin onboard a luxury cruise line. I was skeptical when he told me about two individuals he met who were interested in learning more about St. Ann’s,*

*one lived in Switzerland and the other in Chicago. Of course we followed up with letters and what a surprise to have an envelope arrive with a check for \$100,000 a month later. In fact, this one trip yielded a donor who has contributed more than \$100,000 over 10 years and the second donor that made gifts totaling \$175,000 over several years. These opportunities taught us valuable lessons about long-distance cultivation. The most important lesson learned: Be ready to talk about your organization’s mission no matter where you travel – there are prospects to be found in interesting places!.”*



From Tracy L. Schleyer, CFRE, Vice President of Development at Association for the Blind & Visually Impaired – Goodwill of the Finger Lakes – 2011 Award Recipient

*“I solicited a past donor of the Association for the Blind & Visually Impaired who wanted to establish a fund and make a significant gift. The original conversation was for a gift around \$25,000 and over a couple of*

*weeks of discussions we landed on \$100,000. However he wanted others to contribute to this fund also and I worked with him to set up a challenge grant whereas every dollar would be matched, up to a total of \$100,000. We ran a matching challenge campaign and were able to raise \$100,000 from the community, for a total of \$200,000. The donor enjoyed the journey so much, he called me the week after we met the goal and said since the community responded so well, he had another challenge for me. He really wanted the total raised for this fund to be a quarter of a million dollars; – He just liked how that sounded – “a quarter of a million”. We were able to take a \$25,000 conversation, and turn it into \$250,000 that will empower many people who are blind or visually impaired.”*



From Diane L. Shoger, Executive Director at Monroe Community College Foundation – 2013 Award Recipient

*“My favorite moment involves a donor who “earned” a prominent spot on our campaign donor wall, but who requested that her name appear at the very bottom. When I pointed out that no one ever wants to be at the bottom and asked why she*

*made the request, she told me it was so she could bring her young grandson to the College and show him the wall and so that he could see her name. She wanted to teach him about giving back and how good it is to help others. From that day forward, that young man gave all of his birthday presents away each year to those less fortunate. Today, he is a student at MCC!”*



From Mark S. Peterson, President & CEO of Greater Rochester Enterprise – 2009 Award Recipient

*“In the early 1990’s I was the Director of Major Gifts for a small Midwestern college. During one of many visits to the southern portion of the state, about two and a half hours from campus, I had all but one of my four appointments for the day cancel at the last minute. Not wanting to*

*waste my time or the college’s money, I proceeded to call from my list of \$1,000 annual donors to see if I could stop in and say thank you to some of our donors. After a few unsuccessful calls I reached the sister-in-law of our board chair and she agreed to meet. I went to the home and met both her and her husband. The husband and I hit it off and as I was getting ready to leave he asked if I knew anything about how a charitable gift could be used to transition an estate. His 90-year-old mother had been the first secretary to the man who founded the NY Times. In those days there wasn’t much money so Mom was paid in stock. The stock was worth millions of dollars and over a series of several months we were able to help the family with their estate plans and the college received a \$1.3 million gift, the largest single gift in its history at the time. Moral of the story. Never give up, and always have a back-up plan.”*

## FUNDRAISERS ABOUT TOWN



*Vicky Pape and Sami Sheehan at the 2016 Regional Conference.*



*Sarah Goldstein Post and Karen Humbert at the Data Drives Success education program on June 7.*



*Kevin Wilson, Danielle Abramson Swartz, and Will Foster at the Young Professionals Networking Happy Hour on April 13.*



*Kim Kenna, Deb Allen, Karen Higman, Anne McKenna and Anna Kowalchuk at the first ever Advancement Answers on June 17.*

## 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, CFRE

*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 Co-Chairs:*  
Whitney Brice and Cynthia Pacia

*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 & Verse Newsletter Editor:*  
Karly Marshall

*Chapter Administrator:*  
Brenda Thornton