

PRESIDENT'S MESSAGE

"This time, like all times, is a very good one, if we but know what to do with it."

- Ralph Waldo Emerson



Dare I say that this is a good time to be fundraiser? Though times are still uncertain when we consider the bouncing around of federal and state budgets, we do know this: unemployment is down below 5% and the stock market has been good. Thus, it's a good time for we fundraisers to do our jobs and to feel more confident asking for gifts. It is also a good time if you are a fundraiser looking for a job or looking to advance your career. There are a number of good job openings for fundraisers in our area, just click on our job postings at <https://www.afpgv.org/view-current-job-postings> to have a look.

And of course, if you feel you need more training to look into these positions, you can always turn within AFP for opportunities: monthly educational programs, our Regional Conference, and helpful courses such as Fundamentals in Fundraising and the CFRE Review Course, both of which can help you to earn your certification as a Fundraising Executive. Fundamentals in Fundraising wrapped up nicely in mid-March thanks to the hard work of Chair, Gerianne Puskas, and the Education Committee. Fourteen participants and six instructors participated in a successful and thorough course.

In other good news, my thanks to 116 members and non-members who took our recent membership survey. Responses showed that overall, AFPGV is doing a good job and meeting most members' expectations and needs. Though there is always room for improvement, I'm pleased that our respondents had mostly positive marks and comments on our chapter's performance. If you feel otherwise, feel free to call or write me; my door is always open.

My thanks to all board and committee members and our devoted staff member, Brenda Thornton, for the fine job they all do, carrying out our many activities and programs for you, our members. Our next large event is the upcoming Regional Conference on May 9th, "Making Fundraising Magic," which is sure to be a fine program with a slightly different schedule than in years before.

In the meantime, I hope to see you at a webinar or an upcoming networking event. May the good times continue to roll!

Sincerely,



Anne McKenna, CFRE
Executive Director, St. John's Foundation

Upcoming Events

Tuesday, May 9
AFPGV Regional Conference:
"Making Fundraising Magic"

Tuesday, May 16
**AFPGV Advancement Answers
Networking Group**, Breakfast at
Panera Bread, Brighton 12 Corners

Tuesday, May 16
AFPGV Marketing "Deep Dive"
5:30 - 7:30 pm at ROC Brewing

Thursday, May 18
**AFPGV Young Professionals Networking
Group**, Happy hour at Salena's

Tuesday, May 23
**AFPGV Senior Advancement Professionals
Networking Group**
Happy hour at Monroe's on Monroe Ave.

Monday, June 5
AFP Webinar at the University of Rochester
I Wish I'd Thought of That 10 Years Ago!
Launching a Successful Legacy Program

Wednesday, June 7
AFPGV Small Shops Networking Group
Brown Bag Lunch at United Way

Monday, June 12
**AFPGV Advancement Answers Networking
Group**, Lunch at Panera Bread,
Brighton 12 Corners

Tuesday, June 13
**AFPGV Young Professionals Networking
Group**, Lunch at Village Bakery

For more info, visit afpgv.org/upcoming-events

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

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4-AND-A-HALF TIPS FOR CREATING AN EFFECTIVE FUNDRAISING CAMPAIGN ON SOCIAL MEDIA

by Paul Gangarossa, Public Relations Executive & Brand Journalist, Dixon Schwabl

Social media can be an incredibly effective tool in raising money for, and awareness of, your organization. While most everyone uses social media in their personal life, there's so much more to it when it comes to running an effective campaign.

First, a half-tip to get started: You may be tempted to use all the platforms, but you probably shouldn't. Facebook is the only given due to its immense popularity. Others like Instagram, Twitter, SnapChat and Pinterest have not come close to the level of effectiveness on a consistent basis. If budget is tight, stick with Facebook. If you have the money, research other platforms until you have a specific reason to use one. For the sake of this article, I'll focus on Facebook.

Know Your Goal

While your overall goal might be to raise money, the goal of an individual post needs to be more specific than that. Is it a call-to-action like donating? Is it awareness? Is it engagement through Likes, Shares and Comments? Facebook provides templates based on your goals, so it's critical that you know which you should use. Plus, this helps you to focus on the results that are most important. Likes are great, but clicks and donations are far better.

Viral isn't a Thing


Going "viral" is the equivalent of winning the lottery, so don't count on it. Instead, boost your posts with ad spend to ensure you reach your audience. These don't have to be large spends, either. Even boosting a post with \$10 can help your post be seen by exponentially more people. It's accepted that traditional fundraising campaigns come with standard expenses like postage and paper. Your spend for social media content should be viewed the same way. For \$10 you can buy 21 stamps and reach 21 potential donors. That same spend on a Facebook ad could reach 1,000 people. Plus, boosting on Facebook allows you to ...

Stay on Target

Facebook's targeting options when boosting a post are vast, so take advantage of them. Use your existing donor email list to create a look-alike audience of people with similar interests and demographics. Also, make sure you're geo-targeting. Odds are good that your organization has a very specific geographic footprint, so stay within that; you can target possible donors down to the zip code. Basically, the more data you have of your existing donors, the more you have to direct your audience through Facebook.

Think with Your Eyes

Images and videos are essential to having engaging content that moves people to take the next step and donate. Let the stories express how deserving your organization is and minimize the language that asks for a donation. There are programs out there like Animoto that can help produce quality video at a minimal cost. Video from smartphones is improving, and already is acceptable for the vast majority of social media users. There are best practices for every skill level, so you can work within yourself and still produce quality video content.

The beauty of social media is that you can limit waste with targeting tools and have a ton of say in how many people you reach (spend more, reach more). Still, even with minimal spend you can maximize your message and drive people to action. 

Editor's note: Have ideas we didn't mention in this article? Send them to muellermeghan7@gmail.com.



HEAD
TO
HEAD*Should you include a solicitation piece or remit envelope with a gift acknowledgment?***LOVE 'EM:**

by Brad Schreiber, Senior Director of Advancement,
The College at Brockport, State University of New York

Why you should...

After you have written the perfect thank you letter, what better time to remind a donor that their continued support is crucial by providing an opportunity for them to give again in the future? Why not include a gift remittance envelope when you mail your thank you letter and include a short PS in the letter that might look like this... "Your gift means so much and I hope you will consider giving again in the future. Please use the enclosed envelope when you are ready to make your next gift."

This 'soft ask' is just a reminder that their gifts are important and valued while providing a simple way to give again. There is no request to give now, no specific amount mentioned just a kind and gentle reminder to give again soon. I've used this method and it works....give it a try and it may work for you!

HATE 'EM:

by David Brown, New Business Development Manager,
United Way of Greater Rochester

Why you shouldn't...

Don't do it! This is a personal opinion and does not necessarily reflect that of my employer. I feel there is a time and place for everything and reaching your hand out for more is not appropriate when you are thanking someone for their generous gift. Even if a gift is small in the amount of the donation, I still consider it generous because the donor could have used that money differently. Instead, they believed in your mission enough to part with their hard-earned dollars.

Expressing your gratitude sincerely and appropriately will go a long way towards receiving potential future gifts. Thank them right away for their gift; but ask them later to consider increasing or supporting a specific request. ☺

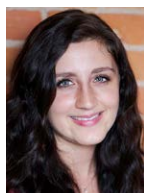
PEARLS FROM THE PROS: MAIL APPEALS

For this edition of *Pearls from the Pros* we asked: For direct mail fundraising, how much is too much? Here's what they had to say:



From Anne McKenna, Executive Director,
St. John's Foundation

"It's very common now for organizations to send direct mail appeals to constituents more than once a year. I've even heard some national speakers say that you can solicit your constituents monthly! Though I've not done that, I have worked for organizations that will send a Spring and Fall appeal, in addition to quarterly newsletters with a giving envelope, and invitations to special events. Your best constituents care about your organization, want to hear from you, want to know your needs and want you to be successful. They will support you several times throughout the year."



From Lauren Bevacqua, Community Manager,
Relay for Life, American Cancer Society

"In my opinion, three mail solicitations for annual giving is enough. Between event promotions, online giving, and general touchpoints (whether it's an email, newsletter, etc.) potential donors hear from organizations a lot. I think a smaller number of mailings is important to make sure they aren't feeling bombarded with information and asks, but also keeps them interested and engaged – a tricky balance to master!"



From Kimberly Cenzi, Manager of Annual Giving,
Rochester Philharmonic Orchestra

"At the RPO we send 5-6 direct mail pieces each fiscal year, with three of them mailed to our complete donor pool (past 4 years) and our acquisition lists. The remaining mailings are targeted to a specific segment(s) of donors who haven't yet made a gift. This is an opportunity to test new strategies and to craft very direct messages that resonate with that specific segment(s). This strategy works well, and we receive very little negative feedback regarding ask frequency from donors."



From Sami Sheehan, Individual Giving Manager,
Lollypop Farm, Humane Society of Greater Rochester

"There is no such thing as 'too much' direct mail. At Lollypop Farm, we send about 31 direct mail pieces a year. However, you can send too many direct mail solicitations to a single donor. A single donor might only receive 7-8 direct mail solicitations and/or stewardship in a year. With the power of segmentation based on propensity, recency, and interest, we are able to send the right piece of Direct Mail (solicitation or stewardship) at the right time. You have to thank your donors and let them know how their support was used (this can be as simple as their thank you letter and a copy of the most recent newsletter) before you send them another direct mail ask." ☺



MEMBER SPOTLIGHT

Sydney Bell

Assistant Director, Major Gifts at Nazareth College

How did you find yourself working in fundraising?

I came from a public relations background, and had a couple great meetings with my future AVP - Mary Kay Bishop, and Holli Budd at the Farash Foundation, who changed my perception of the work we do. I was fortunate to have connections to this world, and even more fortunate that Nazareth was willing to give me an opportunity to start with no background specifically in fundraising. With training and a lot of mentoring from my team at Naz, I knew this was the kind of work I wanted to do.

What is your favorite way to start a conversation with a major gift prospect?

First, I was told the best way is to start with a phone call instead of email. Every woman I work with has said this, and even though I resisted at first (getting comfortable on the phone took practice!), it has gotten great results in getting to know the Nazareth community.

Second, the best way to start a conversation has been to ask what the prospect's experience with the College has been. It opens the door to start somewhere, whether that person is an alum, a friend of the College, or a current member of the campus community, that's a place to get that first picture of their connection and build from there. That was great advice from my team when I looked like a deer in headlights saying "where do I start??"

What has been the hardest conversation you've had working in major gifts?

This is a great question. I think my hardest conversation has been one that I haven't been able to actually have. When we look at what will motivate a potential donor to make that jump to invest in our students and the College at the major gift level, I want to outrightly ask what will help them make that investment - and that's not always appropriate. What's been hardest at times is finding a way to get creative with my questions and interactions to get that answer, without coming right out with "so what's it going to take to get you to this next level?"

How else are you involved in Rochester's community?

In addition to serving as a member of the Foundation Board and the Development Committee for Young Women's College Prep School, I love to meet people who are making a difference in Rochester. With so many events to go to in town, and chances to get involved, I'm lucky to have a group of friends who love Rochester and are always connecting with people in the community through work or fun. Because of that, I've been able to work on my conversation skills and get comfortable chatting with strangers. It's helped me learn to ask good questions, and find ways to learn more about the people I'm talking to. That is always something I'm looking to work on with what I do in major gifts.

Do you have a favorite fundraising or professional development book?

I'm a big fan of daily emails that serve as a jolt of motivation on a regular basis. That being said, Seth Godin's daily emails/books/virtual classes (<http://www.sethgodin.com/sg/>) have consistently been helpful when it comes to doing this work effectively, personally and with the greatest impact. While his message can apply to a number of industries, his reminder that when you do your work with intention, and continue to get creative with the way you think and act, you will be successful

Best piece of advice you've ever received?

I'm in the middle of a beautiful book called *In the Company of Women* by Grace Bonney. I've always loved reading about, and listening to, other people's stories, and one woman said something that should be on hung on everyone's wall — "My best asset cannot be measured or copied or calculated — it's my mojo. I always lay that on the table first."

When it comes to fundraising, and anything we do, really, it is a fantastic reminder that no one is like you. What you bring to the table to connect prospects and donors to your organization's story and impact is uniquely your own, told in your voice.

Find Sydney on LinkedIn:

<https://www.linkedin.com/in/sydney-bell-38479025/>

AFP ADVOCACY

Do you need help navigating how political changes will affect the fundraising profession? To better serve the interests and livelihood of AFP members and the philanthropic community, AFP works hard to continually advance and enhance its public policy outreach and advocacy efforts. For highlights on new and pending legislative efforts in the U.S., Canada, and worldwide that could potentially impact the profession and charity, and advice on what you can do to help safeguard the continuing vitality of philanthropy (including letter-writing campaigns, lobbying efforts, and more) visit AFP's Public Policy page (<https://www.afpnet.org/PublicPolicy>).

What's Happening Now?

Johnson Amendment:

"AFP opposes the elimination of the Johnson Amendment and encourages lawmakers and regulators to consider the full impact of such a move on the American philanthropic system."

— Jason Lee, AFP International Interim President and CEO

Budget Blueprint:

"The recently released budget blueprint is a very broad document that doesn't get into many details or refer to charities and fundraising directly. However, we are concerned about the potential indirect impact that the lack of funding for many federal departments and agencies could have on fundraising and philanthropy."

— Jason Lee, AFP International Interim President and CEO 


KAYLEIGH STAMPFLER RECOGNIZED

Rochester Fundraiser Presented with Young Professionals Award



Congratulations, Kayleigh Rae Stampfler on being awarded the Young Professionals Award at the upcoming AFP International Conference. New this year, AFP will be highlighting the work of five up-and-coming professionals under the age of 31 who have already demonstrated exemplary, creative and innovative work in their career, as well as a strong commitment to the profession, including engagement with AFP and community and volunteer work.

Stampfler is the Senior Philanthropic Advisor at Rochester Area Community Foundation, where she helps generous individuals and families achieve their philanthropic goals. She is part of a team that is working to increase the Foundation's unrestricted endowment to support the changing needs of the eight-county region. Kayleigh most enjoys assisting donors as they create their legacy plans. Previously, she worked at Al Sigi Community of Agencies, Corn Hill Navigation, and Gilda's Club Rochester with running events, managing outreach programs, and securing major gifts.

"Philanthropy has been part of my life since I was a child. I am so grateful to have found a way to make a career out of my passion for giving back. The AFP Outstanding Young Professionals Award provides a platform to share my love for philanthropy to people in the Rochester region and beyond. I hope to inspire other budding philanthropists to consider a career in the field." 

WELCOME NEW MEMBERS!

Kayla Carpitella

Development Coordinator, Planned Parenthood of Central and Western New York

Kimberly A Cenzi

Manager of Annual Giving,
Rochester Philharmonic Orchestra

Tina Christensen

Executive Director, Big Brothers Big Sisters

Lucy A Cook

Director Corporate Development,
Pathstone Corporation

Marissa Fishman

Tracy Ford

Associate Director, Rochester Regional
Health Foundation

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Debbie Goldberg, MBA

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Rohan Parikh

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Danielle Pierleoni, MPA

Development Associate of Events & Social Media,
Hope Hall School

David Sable

Account Executive, Innovative Solutions

Joshua Stapf

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Susan Sullivan, MA

Asst. Director of Development, Lifespan

Jenna Van Thof

Associate VP, Special Events, Dixon Schwabl

Leslie Zornow

Executive Director Stewardship,
University of Rochester

Dear Ethical Ethel:

One of our donors made a gift in December 2016. However, the check became waterlogged while going through the mail and was illegible. The bank would not take the check for deposit. The donor did replace the check, but not until February 2017. Our donor now wants a letter from us for tax purposes stating the donation was made in December 2016. While the donor's intent was clearly to make a year-end donation, we didn't receive the actual funds until much later. What do I do?

Sincerely,
Soggy in Spencerport

Dearest Soggy,

It's natural to want to help your well-meaning donor whose dreams of supporting you by year's end were doused by the postal system. However, you also need to keep in mind AFP's Ethical Standard No. 2: "Members shall not engage in activities that conflict with their fiduciary, ethical, and legal obligations to their organizations and their clients." You have an obligation here to disclose the full scope of what happened.

Give your donor a letter that lays out the whole timeline of events and advise them to consult their tax advisor. That way, you have fulfilled your obligation to your donor without omitting any relevant information that would distort the truth.

Hopefully this solution will put the sunshine back into your donor's smile.

Happy fundraising!

Ethical Ethel

P.S. Have a question for Ethical Ethel? Email it to 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. @



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