



Genesee Valley Chapter

# CHAPTER VERSE ONLINE

## National Philanthropy Day: November 15, 2005

*Featuring a special morning presentation by  
Naomi Levine, Special Advisor to the President  
New York University*

2005 expects to be another exciting year as our chapter and region celebrate National Philanthropy Day on Tuesday, November 15, from 10:00 am to 1:30 pm, at the Crowne Plaza Rochester.

The purpose of the day is to recognize the vital role philanthropy plays in helping nonprofit organizations provide a broad spectrum of critically needed services. Each year, our chapter receives nominations and makes Philanthropy Awards in the following five categories:

- Outstanding Philanthropist
- Outstanding Corporation
- Robert Clinger Outstanding Fundraising Executive
- Outstanding Volunteer Fundraiser
- Outstanding Youth Volunteer Fundraiser

This year's event features a special *not-to-be-missed* morning presentation by Naomi Levine, Special Advisor to the President, New York University. For 22 years, Ms. Levine held the position of Senior Vice President for External Affairs at NYU, and was responsible for development and fundraising; press and public relations; alumni relations; and special events. Previously, she served as the National Executive Director of the American Jewish Congress. Ms. Levine's presentation will focus on the ever-changing partnership between philanthropists and fundraising professionals — and will be of interest to both groups.

If you have any questions about national Philanthropy Day, please don't hesitate to contact either of us — and stay tuned for updates in the months ahead.

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## Nominate Now!

One of the thrills of National Philanthropy Day is honoring Rochester's outstanding philanthropist, volunteers, corporation, and fundraising executive. Nomination forms can be found at [www.afpgv.org](http://www.afpgv.org). Nominations will be accepted through July 25, 2005.

### *Blue Ribbon Panel*

Chair: **Daniel M. Meyers**,  
President, Al Sigl Center

**Richard Barrington**, Manning &  
Napier

**Louise Belline**, Delphi Energy &  
Chassis Systems

**Andrew Deubler**, University of  
Rochester Medical Center

**Jeffrey Hough**, Rochester Area  
Community Foundation

**Judy Wilmot Linehan**

**Dr. Jacques and Dawn Lipson**

national  
philanthropy  
day



Change the world with  
a giving heart.

# From the President

Our half day program with Penelope Burk on "Donor-Centered Fundraising" was well received by our members as we continue to reinforce the value of membership in AFP and involvement in chapter programs. It was wonderful to see several notable CEO's in attendance and it appears there was something for every member to take away (both young professional and seasoned practitioner).

Thanks to all those who helped make this event a success including Judy Lemocelli and the entire Board of Directors.

Planning is well underway for our next major event, National Philanthropy Day.

Paul Mastrodonato and Jeffrey Barhite have really done a great job putting together a super program. Our lead sponsors for the event are already in place and we continue to develop even closer relationships with our key partners including the RBJ and RACF.

Our 2005 Every Member Campaign, chaired by Frank Interlichia, is also off to a terrific start. If you haven't already made your gift, now is the time! Don't make Frank have to come to your house.

Our first summertime planning retreat will take place on July 15th. Carol DeMoulin our President Elect has planned an awesome day for us filled with fun, sun, and great food. We will be working to plan for a great finish to 2005 and for an exciting 2006.

In the next issue of Chapter & Verse I'll look forward to sharing more about our future direction and how you can be a part of our AFP success. Until then, have a great summer and we'll see you all in September.



Mark Peterson  
Chapter President

## CFRE Exam Offered in Rochester

On Friday, October 7th, the exam for the Certified Fund Raising Executive (CFRE) credential will be offered here in Rochester. While the exam is given frequently at locations all across the country, this is the first time in four years that it has been held in the area. You must submit a completed application by August 8, 2005 to be eligible to take the exam.

The CFRE examination is designed as a practice-based exam for fundraising professionals to demonstrate mastery of the six core knowledge areas related to fundraising practice. The exam tests knowledge and skills you use on-the-job. This is somewhat different than the type of exam most people are used to from academic settings that test a particular book or lecture. Each candidate is allowed a maximum of four hours to complete the exam. You can visit the CFRE website ([www.cfre.org](http://www.cfre.org)) for details about the exam.

Those interested in taking the exam are advised to secure a copy of the application form immediately and begin gathering the information required. "Don't wait until the last minute to start your application. It takes time to gather five year's worth of training records and other data" notes Jill Pranger, CFRE, Co-Chair for the Chapter's CFRE Committee. A copy of the application is available at the CFRE website.

Contact either of the CFRE Co-Chairs if you have questions about preparing for the exam: Steve Smith, CFRE at [ssmith@stannscommunity.com](mailto:ssmith@stannscommunity.com) or Jill Pranger, CFRE at [japdev@yahoo.com](mailto:japdev@yahoo.com). ■

## Welcome to our New Members!

**Robin Gaige**  
Steuben ARC  
Bath, NY

**Curtis James Hill**  
Rochester, NY

**Michelle Mastrosimone**  
Marketing and Annual  
Giving  
ABVI-Goodwill  
Rochester, NY

**David McEneaney**  
Special Olympics -  
New York  
Pittsford, NY

**Christopher Raimy**  
Director, Major Gifts and  
Academic Affairs  
University of Rochester  
Medical Center  
Rochester, NY

**Marcia Rocco**  
Development  
George Eastman House

**Cheryl Schaefer-Coppola**  
Development Director  
Happiness House  
Geneva, NY

**Trina St. Louis**  
Director of Development  
Rochester Broadway Theatre  
Rochester, NY

**Barbara Zappia**  
Associate Director,  
Foundation Relations  
University of Rochester -  
Warner School  
Rochester, NY



# Kickin' It Up a Notch!

*The 2005 Every Member Campaign Challenges You!*



You know when Emeril Lagasse, superstar chef, is about to challenge a recipe.

He dazzles his audience with charisma and humor while chopping, shredding, sautéing, and stirring. It's all under control. You think he's almost done. But then he calls out: "Let's kick it up a notch!"

What a wonderful phrase. And how easily it can be applied to our profession. Just when we think our work is done — whether it be in grantwriting, stewardship, special events, or fundraising management — we find ourselves needing to "kick it up a notch." We're challenged to raise the bar just a little bit higher each day.

As a group of dedicated fundraising professionals, we also have to raise our sights higher to support AFP strategic initiatives that benefit members and the profession, specifically in the areas of education, research and diversity. AFP is committed to creating more opportunities to connect with you and to support your goals and aspirations, both professionally and personally. That's why the Every Member Campaign is so important.

I am convinced there is no limit to what a dedicated group of people can accomplish when they are joined as a team and focused on a mission. Our local AFP chapter already has the building blocks in place: hundreds of talented fundraising professionals and a strong leadership. Now we need to demonstrate our collective support with individual gifts to the Every Member Campaign so that the chapter can expand educational programs and increase scholarship dollars.

As Frank Interlichia, Chair of this year's Every Member Campaign, says: "Supporting the Every Member Campaign is about two things: expressing pride in our profession and demonstrating our belief in the collective power of good deeds (even small ones).

"About expressing pride: We love the 'why' of our work. AFP's mission is to assist us and make us better at what we do. What better way to express your pride in your profession than by making it stronger through your support?

"About the collective power of good deeds: Small gifts and leadership gifts alike are combined to make a big difference. Gifts to the EMC have a

great ripple effect. Make your gift today. The ripples need to start somewhere!"

Frank, I couldn't agree more! Let's all join hands this year to "kick it up a notch" and have the most successful Every Member Campaign in the history of our chapter!

I thank you for your enthusiastic and generous support! ■

*Submitted by Judith F. Lemoncelli, CFRE, Vice President, Membership*



## A value of membership: **Executive Referral Service**

Our chapter's Executive Referral Service provides an opportunity for non-profit organizations to advertise fundraising (and related) positions to our membership. These positions are rarely advertised in other general community venues.

If you use the service and have suggestions to improve it, would you please send me an e-mail at [dpritchard@centerforyouth.net](mailto:dpritchard@centerforyouth.net). We are in the process of reviewing the executive referral service and possibly making changes to better meet the needs of our chapter and membership. Your comments are valuable! ■

*Submitted by Donna Pritchard, Executive Referral Chair*

# UPCOMING...

## Fabulous learning opportunities for only \$10!

The Genesee Valley Chapter has arranged for two more AFP audioconferences for this year. They are rare opportunities to learn from and interact with the experts in fundraising. And the price can't be beat! The cost to attend one of the audioconferences below is \$10 for Members and \$15 for non-members. Seating is limited, so reserve your space now! Contact the Genesee Valley AFP office at 586-7810 or [afp@riversorg.com](mailto:afp@riversorg.com). ■

September 08, 2005, 1:00 -2:30

### Endowment Fundraising: What Exactly Are We Afraid Of?

Presenter: Jill A. Pranger, CFRE

Sponsored by Rochester Area Community Foundation

This session will help de-mystify endowments, provide new ways to think about raising endowed gifts, show how to help our volunteer and professional leaders understand the importance of endowed funds, and demonstrate how to tap into donors' interests to start a conversation about endowed gifts. Also, rather than thinking about endowment fundraising as the "top of the pyramid," ways to incorporate it throughout all aspects of our work will be presented. ■

December 08, 2005, 1:00 -2:30

### The Widow's Might... Understanding a Vital Source of Current and Future Funding

Presenter: Robert F. Sharpe, Jr.

The wealthiest per capita households are found in the sixty-five to eighty-five age range. As the "greatest generation" enters the final phases of life, it is often the husband who passes away first, leaving a life's accumulation of wealth under the control of a widow for a number of years on average. This phenomenon will increasingly impact annual funds, capital funding efforts, events and other common methods of fundraising. Learn how steps taken today can help you better serve surviving spouses now and in future years and help them continue to engage in lifelong philanthropic pursuits while maintaining their financial security and that of their loved ones. ■

## Interested in sponsorship or advertising opportunities?

If you are interested in sponsorship or advertising partnerships with AFP, please contact Dave Kelly at (585) 328-3228 ext. 1326.

## TIPS FOR MAKING GOOD USE OF VOLUNTEERS

- Develop position descriptions for volunteers and review these with potential candidates before inviting them to serve.
- Ask all volunteers to make a financial contribution before they approach anyone else for a donation.
- Join and get involved in the local Chamber of Commerce to help find good volunteers.
- Consider inviting entrepreneurs to join the volunteer committee.
- Recognize volunteer efforts.
- Evaluate and "fire" or "promote" volunteers as needed
- Use the development committee to lead and guide the board's fundraising efforts. ■

*Submitted by Kathleen Rogers,  
Communications Committee*



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