



Genesee Valley Chapter

# CHAPTER VERSE ONLINE

## National Philanthropy Day 2005 Special Presentation by Naomi Levine: “Maximizing Value to Donors”



You won't want to miss this year's Association of Fundraising Professionals National Philanthropy Day 2005 community celebration! This year's event will be bigger than ever before with the addition of a special morning presentation by Naomi Levine that promises to engage donors, board members, fundraisers, and guests on the topic of “Maximizing Value to

Donors” and the role each of us plays in achieving this.

Mrs. Levine is Special Advisory to the President of New York University, chair and Executive Director of the George H. Heyman, Jr. Center for Philanthropy and Fundraising; and Chair of the Boards of the Edgar M. Bronfman Center for Jewish Student Life and the Taub Center for Israel Studies.

“A fundraiser has a dual obligation,” explains Mrs. Levine. “One is to carry out the wishes and plans and programs of the university or organization for whom they work. Two, the donor has faith in me, the fundraiser, so I have an obligation to see that what I promised you and what you want is done. It's a fine line the fundraiser walks. We can't forget, in our zeal to make our goals, the organization's obligation to the donor.”

*continued on page 2*

**“There is no Hall of Fame for fundraisers, but if there ever should be, save a wall for Naomi Levine. The legendary architect of New York University's extraordinarily successful fundraising campaigns over the last two decades, she garnered over \$2 billion in donations during her tenure.”**

From *Naomi Levine and Fundraising Professionalism* by Susan Carey Dempsey

### National Philanthropy Day Luncheon

November 15  
12:00 - 1:30 pm  
Crowne Plaza Hotel,  
Rochester



Plan to join us as we celebrate National Philanthropy Day and announce this year's award winners, including:

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

Sponsored by Manning & Napier Advisors, Inc.

Tickets may be obtained by calling (585) 586-7810 or visiting [www.afpgv.org](http://www.afpgv.org).

## A note from our past Chamberlain Scholarship Recipient

As a past recipient our chapter's Chamberlain Scholarship, I want to urge you to not let this opportunity to pass you by. I had been astounded to hear how few applicants there had been so the odds are definitely in your favor!

The Chamberlain Scholarship is a wonderful opportunity for those new to fundraising — or those old pros who've never been to the international conference — to get a substantial portion of their costs covered. The winner receives not only \$500 from AFP International, but the Genesee Valley Chapter chips in another \$500. Last year my out of pocket expenses were only about \$100 even after airfare and hotel (I shared a room.)

So why would anyone want to take the time out of their insane schedules to go to the AFP International Conference on Fundraising?

Well, for starters, it's the largest gathering of fundraisers in the profession. The networking alone is worth it. You can listen to others successes and failures and learn from them. You can brainstorm with your peers. You can even keep your eyes and ears open for new career opportunities if that's what you want to do (but don't say you heard it from me!)

And of course the education sessions are top-notch. There is truly something for everyone — from novice to professional, hospital fundraisers to cultural organizations to educational institutions, and one-person shops to largest of the large development offices.

Another great benefit is the sheer number of vendors available to us in the exhibit hall. Use their wealth of knowledge, get new ideas and shop for whatever it is you need. For me, the timing was perfect last year in that I needed to secure new fundraising software for our office. There had to have been at least 15 or more companies there and I researched them first and met with 6 of them. It was ideal.

But if all that isn't enough, the conference next year is in Atlanta. It won't be on the east coast again until 2010 and Atlanta is a great place to be in April when the weather here in Rochester can be so iffy.

If you drink Pepsi, though, and wouldn't dream of having a Coke, stay home. There'll be nary a Pepsi to be found! ■

*Submitted by Cathie Wright, CFRE  
AFP Genesee Valley Board Member*

## National Philanthropy Day *continued from front*

You won't want to miss this opportunity to learn more about assisting the donor who wants to become more engaged with the non-profit, their influence on the organization and nurturing the generations and relationships that lead to future gifts.

Mrs. Levine will also address other topics such as engaging new Philanthropists and creating a fabulous experience for the donor and anecdotes from her 22-year career at New York University.

A graduate of Columbia Law School, Mrs. Levine is expert in constitutional law as it relates to civil rights, civil liberties, church-state separation, discrimination and the rights of minorities. She was the first woman to serve as Executive Director of the American Jewish Congress; a national organization concerned with the political, social and economic needs of Jews in the United States and the security of people in Israel and Diaspora.

"It's very important to me to see the professionalization of the industry of fundraising," Levine says, and is fond of recounting how her mother advised her not to tell people she was a fundraiser: "People look down on fundraisers." She is quick to give credit to the presidents and board members she has worked with at NYU: "...whatever I was able to achieve in NYU development, I owed a great deal of credit to the volunteers - the board and the president."

Sponsored by The Jewish Home Foundation, tickets for this don't-miss presentation are \$50 per person and can be purchased when you make your reservations for National Philanthropy Day 2005 by calling 585-586-7810 or visiting [www.afpgv.org](http://www.afpgv.org). ■

# Every Member Campaign Is Great... *BUT NOT DONE YET!*

If the definition of a great AFP chapter includes involved members who act to support their profession, then what a great chapter this is!

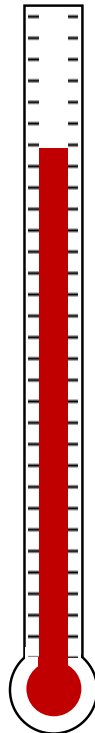
As of this writing, 103 members of the Genesee Valley Chapter have contributed to the 2005 Every Member Campaign — a 42 percent participation rate! We also have 100 percent participation from our board and are nearly at our dollar goal of \$10,500. Once we surpass the dollar goal, our chapter will receive a grant from AFP National equal to 25 percent of our campaign total. Thank you to all the donors who have gotten us to this point.

For those of you who haven't yet given, I urge you to join your colleagues in supporting THE international association that advocates for development professionals and causes related to philanthropy. Your support will help fund resources and opportunities for yourself and others such as the AFP Resource Center, outreach and educational programs, and scholarships for new professionals. Your participation is both important and valued.

Please note: so far, there are no new \$1,000 donors to the campaign, which means that Mark Peterson, Steve Smith and I are safe from washing anyone's car. But it's not too late...

Thank you again for your generosity! ■

*Submitted by Frank Interlichia, CFRE  
Chair, 2005 Every Member Campaign*



## Welcome to our New Members!

### **Amy Bouchard**

Associate Director of Development  
University of Rochester  
Rochester, NY

### **Colleen A. Brade**

VP for Institutional Advancement  
Alfred State College  
Alfred, NY

### **Ruby Lockhard**

Executive Director  
Garth Fagan Dance  
Rochester, NY

### **Ashley Phelps**

Assistant Director,  
Corporate and Foundation Relations  
Rochester Institute of Technology  
Rochester, NY

### **Elizabeth Wilder**

Executive Director  
Grantmakers Forum of NY  
Rochester, NY

## 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 opportunity for only \$10!*

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.

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) to attend and for location.

The Genesee Valley Chapter has arranged for one more AFP audioconference for this year. It is a rare opportunity to learn from and interact with Robert F. Sharpe, an expert in fundraising. And the price can't be beat! The cost to attend is \$10 for Members and \$15 for non-members. ■

*Submitted by Tracy Schleyer, Vice President of Professional Development, AFP Genesee Valley Chapter*

## 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.

# UPCOMING LUNCHEON PROGRAMS

## JANUARY

*"Developing Philanthropy from  
our Diverse Community"*

Panel Discussion moderated by:  
Margaret Sanchez, Sanchez & Associates

## FEBRUARY

*"Ten Ways to Woo a Donor"*

Presented by Eleanor T. Cicerchi, CFRE  
Development Director,  
The Corning Museum of Glass  
Faculty Member: The Center on  
Philanthropy at Indiana University  
The Fund Raising School



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