



Genesee Valley Chapter

CHAPTER VERSE ONLINE

Take a good, long look!

On May 3, you are invited to become part of something new. Our AFP conference takes place at the Rochester Riverside Convention Center. This year, our theme is “Inside Looking Out, Outside Looking In,” which focuses not only on nonprofits and their vision of philanthropy, but for-profits and their vision of customer service and the techniques that they use to retain the buyers (donors in our world) and how these important strategies can be transplanted into our arena.



Kay Sprinkel Grace

We are pulling in speakers from all over the country for this event. Our keynote speaker is Kay Sprinkel Grace – coming all the way from San Francisco! An organizational consultant who provides workshops and consultation for local,

regional, national and international organizations in strategic planning, case and board development, staff development and other issues related to leadership of the fundraising process. She has also authored five books on various topics of

Great Lakes Regional Conference

INSIDE LOOKING OUT
OUTSIDE LOOKING IN

philanthropy. Kay will also host a special session in the afternoon.

We have one of the nation’s best copywriters coming in. Connie Boyd from Denver will be doing a session on direct mail. Ann Thompson Haas (from Oakland) will talk about Moves Management. There are many more speakers to talk about so watch for future fliers and announcements. Please save the date!

Want another reason to come? Bring another member from your organization and they receive a \$50 discount off of their admission.

All in all, this has the makings of a great conference. We hope you will attend. See you in May! ■

Submitted by Tim Thomas, Conference Chair, 2007

Meyers Scholarship and the Regional Conference

Applications are now being accepted for the 2007 Meyers Scholarships. These awards provide financial assistance towards the cost of attending the AFP Genesee Valley Chapter Great Lakes Regional Conference. The Genesee Valley Chapter will award up to seven Meyers Scholarships at \$150 each. This year the conference will be held on Friday, May 3 at the Rochester Riverside Convention Center.

The Meyers Fund was established to honor Daniel M. Meyers and his contributions to the fundraising profession. Individuals serving not-for-profit organizations want and need to develop their knowledge and skills; however, many cannot afford the cost of professional development. AFP Genesee Valley Chapter and Mr. Meyers are committed to helping its members and volunteers achieve their full potential.

Please send completed applications postmarked no later than March 28, 2007, to Sara Niemeyer at RPO, 108 East Avenue, Rochester, NY 14604. If you have questions, contact Sara at 454-7311 ext. 252 or sniemeyer@rpo.org.

From the President

2007 has kicked off with exciting activity for AFP.

Success with our Diversity Initiative continues to be a source of pride for our chapter! At our January luncheon program, we welcomed 10 new AFP members into this program, paired with 10 new mentors! Read about all of them in this issue of *Chapter & Verse* and welcome them to AFP in the coming months!

When I think of the results that came out of the first year of the Diversity Initiative, it is apparent that this initiative helped us look at who AFP was and what we were doing; we then made a conscious effort toward inclusion of members from diverse backgrounds to broaden our scope and be more representative of the community we serve in our everyday jobs.

We are grateful to the Diversity Committee and we applaud the forward thinking work of the following committee members: Paul Berezney, Dyann Brown, Susie Chodorow, Margaret Sanchez, Eric Shoen, Carolyn Slack, Tonya Taylor, Pam White, John Williams, and Cynthia Woolbright.

At our January luncheon program, we were presented with three case studies that fundraising professionals might routinely face that included challenges based around either donors from diverse backgrounds or professionals who had pre-determined attitudes about giving from these donors. Each table tackled one of these case studies and reported back to the large group. The discussions were informative and gave us all the chance to think about our own situations. This Committee is actively developing other programs for us. Which brings me to the next point . . .

I can't miss the opportunity to spotlight the upcoming AFP Professional Conference scheduled for May 3 at the Rochester Riverside Convention Center. Your Conference Committee, chaired by Tim Thomas, has put fantastic speakers inside a forward thinking theme, "Inside Looking Out, Outside Looking In." Don't miss this day!

As always, I hope you will think about how you want to be involved with our AFP Chapter, as a volunteer, on a committee, as a "buddy," as a mentor, on our Listserv or any way else! We welcome your participation and feedback!

Carol Anne DeMoulin

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President

AFP, Genesee Valley Chapter

cdemouli@arthritis.org

Building and Maintaining Relationships

Our New Buddy Program

As people who work tirelessly to make the world a better place, we want to be surrounded by the best and the brightest in our field. These connections are particularly important during our first few years in the profession when we are seeking guidance on the basics. However, we continue to be inspired, educated, and nurtured by the other development professionals who surround us, no matter how long we have been raising funds.

Starting in January of 2007, experienced fundraisers from the Genesee Valley Chapter of AFP volunteer to be matched with first-year AFP members based on area of fundraising expertise or years in the profession. The more experienced half of this pair welcomes the first-year member to AFP and invites him or her to the next monthly luncheon or seminar. Although not all first-year AFP members are new to fundraising, it's important to introduce the first-year member to other fundraisers so he or she may feel welcomed and connected. The pair will touch base consistently for one year through scheduling coffee or lunch appointments to discuss how the first-year member's job is going, talking about AFP benefits (resource center, career planner, code of ethics, etc.), or considering the latest news in fundraising.

The goal of the Buddy Program is to help new members feel more connected to the fundraising community and to allow experienced development professionals to share their wisdom. There is still a need for experienced fundraisers to volunteer to be buddies. You may be surprised at how your own pool of contacts will expand, and inspired by your role as a knowledgeable fundraiser!

If you are interested in contributing gifts of your time and talent and want to get to know a new member of AFP, please contact Alison Martinez, Annual Giving Manager at ABVI-Goodwill, at (585) 697-5711 or amartinez@abvi-goodwill.com. ■



A closer look at some of our new members

Diane Ellis

Diane Ellis is the Associate Director of Grants at the Margaret Warner Graduate School of Education and Human Development at the University of Rochester. Diane moved here last September from Seattle, Washington, and has been enjoying the fact that Seattle has had more snow than Rochester so far this year! Diane has been a grantwriter for over 20 years working for non-profits, community colleges and vocational training programs. She has also taught grantwriting and served as president and board member of the Puget Sound Grantwriters Association, a 400-member, 16-year old professional association (www.grantwriters.org).

In her life before grantwriting she has been a newspaper journalist and a psychiatric social worker (after earning her MSW). She has lived in Arkansas, Arizona, California and Washington prior to moving to New York. Diane moved to Rochester to be near her daughter Rhiannon, who just got her Ph.D. in cognitive psychology and joined the faculty at RIT. Diane is a potter, and enjoys tennis, singing and dancing. She is still scouting out the karaoke bars and places to take swing, salsa and belly dancing classes in Rochester!

Adrienne Frank

Adrienne Frank is the Director of Communications & Resource Development for the Advertising Council of Rochester. The Ad Council is a nonprofit collaborative of local businesses



and volunteers, and provides a wide range of marketing and communications programs for the nonprofit community.

Adrienne joined the Ad Council in early 2005; her primary responsibilities include managing public service campaigns, membership development, grant writing, event planning, volunteer recruitment and retention, and Ad Council communications. She joined AFP to build her professional network and have access to the most current information available in the field of fundraising.

For the past seven years, Adrienne has worked in communications and development for nonprofit organizations in Rochester and Boston, MA. She is a graduate of Nazareth College, where she double-majored in English and Religious Studies and earned a concentration in Professional Communication & Information Design. She will graduate with her M.B.A. from Simmons Graduate School of Management (Boston, MA) in August. She lives in Rochester.

Julie Goodsell

Julie Goodsell is the new Director of Development at Our Lady of Mercy High School. She started in the position this past summer after completing six years with Rochester Institute of Technology (RIT) in Development and Alumni Relations. Prior to RIT, she worked for five years in Washington, DC. Julie joined AFP to keep up-to-date on the latest fundraising techniques and information.



Julie owns a home in the Cobbs Hill neighborhood and enjoys volunteering with the Junior League of Rochester

Janice Gouldthorpe

Janice Gouldthorpe is the Executive Director of the Genesee Center for the Arts & Education – in business for over 35

years and the only community based visual arts center in the city of Rochester. The Genesee Center is located in an historic firehouse on Monroe Avenue and serves over 1,000 students annually in photography, pottery, printing and book arts.

Janice comes to the Genesee Center after over 24 years in business holding various positions in research and development, manufacturing, and human resources. She has been with the Genesee Center for a short time and joined AFP to network with other professionals in the non-profit arena.

Janice lives in Fairport with her husband and two sons. She enjoys gardening, bicycling and doing needlework – when she has the time. She volunteers for many activities for her church and children and serves on the board of directors for the Monroe Village Task Force and Kamina Friends, Inc.

Nora A. Jones

Nora joined BOA Editions, Ltd. as Executive Director in early 2006 – the same year this nonprofit publisher of poetry and other literary work celebrated its 30th anniversary. Since this is her first full-time position at a not-for-profit, she looks to AFP for guidance on fundraising, grant writing, and working with a board of directors.



Nora and her husband Greg live in Victor. In her free time she enjoys reading, hiking, working in her yard, and playing with their three felines. High among her personal values are good listening skills and an active sense of humor. Nora strives to adopt Susan B. Anthony's view: "Failure is impossible."



Clark King

Clark is Senior Major Gifts Associate for United Way of Greater Rochester where, in 2005, he became

responsible for managing relationships with individual donors not giving through a workplace campaign. He previously worked for Eastman Kodak for over 25 years, “retiring” as a Director in the Corporate Employee Benefits area. Clark also spent 31 years in public service, serving as Mayor of the Village of Fairport for the past 18 years. He has served on the Fairport Baptist Homes Foundation Board and is currently a member of both the Perinton Historical Society and Western Erie Canal Alliance boards. He wants to continue to build his professional network, especially with other human service organizations.

Clark resides in Fairport and enjoys reading, soccer, collecting and playing European strategy board games, and spending time with his three grandchildren.

Susan Latoski

Susan is the Director of Development for the Landmark Society of Western New York, Inc. The Landmark Society is the oldest and most active preservation organization in America. It is a not-for-profit membership organization dedicated to preserving, interpreting and fostering interest in the architectural, historical and cultural heritage of our region. Susan plans, directs and manages fundraising activities including building and retaining membership. Susan has joined the AFP to help fine tune her fundraising skills. Prior to joining the Landmark Society, Susan served for 10 years as Executive Director of the Rochester Civic Garden Center.

Susan is a passionate gardener, skier and cyclist, she lives in Pittsford with her husband Ted Butcher, an architect.

Diana Lauria



Diana Lauria is the Manager of Planned Giving for United Way of Greater Rochester which is part of Leadership Giving. She retired from JPMorganChase in 2005 where she spent 30 years as a Relationship Manager in Corporate Banking. Diana has volunteered for many organizations over the past 25 years concentrating on donor development and special events. She is excited about her new career as a professional fundraiser and is looking forward to making new contacts within the local AFP chapter. For the past 12 years she has been on the Monroe Community College Foundation Board and received its’ Outstanding Volunteer Award in 2004 - the third time it was presented in 15 years.

Diana lives in Gananda, Wayne County. She has traveled all over the world with her mother for the past 35 years. Currently, she is studying Spanish.

Daniele Lyman



Daniele is the Director of Development for Colgate Rochester Crozer Divinity School. She is responsible for coordinating all fundraising efforts including the annual appeal, major gift initiatives, and capital fund drives. She works to build alumni, church, and community relations, and is also responsible for producing school publications.

Daniele is a Rochester native and graduate of Roberts Wesleyan College. Prior to her current position with CRCDS, Daniele worked as a Regional Director for United Way of Greater Rochester and in Organizational Development for Heritage Christian Services. She resides in Henrietta with her husband and two children. ■

Pension Protection Act of 2006 has an Effect

Now is the time for a “full court press” to take advantage of the IRA rollover provision which only applies to tax years 2006 and 2007. As we know, major gifts have a long lead time...

If you are concerned about providing proper receipts to donors for tax purposes, review the new law on the IRS website. It applies to donations made for taxable years starting after August 17, 2006.

If any member has a story about the positive outcome of the IRA rollover or the effects of the new donation receipt law, and is willing to share them with our Congressional representatives, please call Liz Wilder at (585)232-2380.

To read more about the IRA rollover or the new donation receipt requirements, visit the IRS website at <http://www.irs.gov/newsroom/article/0,,id=164997,00.html>

For a general summary of all the provisions of the Pension Protection Act that affect the nonprofit sector, visit <http://www.irs.gov/charities/article/0,,id=161145,00.html> ■

Submitted by Liz Wilder, Government Relations Chair



Diversity Initiative: First Hand

One year ago I joined nine others as the first class of AFP Genesee Valley Chapter's Diversity Initiative – the program went by the shortened name of the Mentee/Mentor program.

To the AFP Diversity Committee, we thank you for your vision and willingness to develop this program, as we all benefit from its existence. Thanks to each of you!

The Mentee/Mentor program has evolved to be called the Diversity Initiative –and the heart of the program is the relationship between the mentee and their AFP mentor – on that score I hit the lottery when Jill Pranger, ACFRE was assigned to me. Jill, thank you for all your support.

I would also like to thank the members of last year's class – for if you weren't so successful there may not have been a class number 2. Thank you!

As for the 2008 class – you are about to take what could be one of the most important journeys of your adult lives. For more than 40 years, AFP has been the standard-bearer for professionalism in fundraising. It is critical that you - the 2008 class take full advantage of this unique opportunity. Please do not merely walk past the AFP "kitchen" and just smell the aroma of the feast that's being prepared inside by dedicated AFP members and move on. Make certain that you come into the AFP "kitchen," allow your mentors and others make certain that you are well versed in the recipes for successful and ethical fundraising and let's together create charitable feasts for the entire community.

The Association of Fundraising Professionals (AFP) represents more than 27,000 members in 180 chapters in the United States, Canada, Mexico, and China working to advance philanthropy through advocacy, research, education, and certification programs.

AFP believes that to guarantee human freedom and social creativity, people must have the right to freely and voluntarily form organizations to meet perceived needs, advocate causes, and seek funds to support these activities.

The AFP Diversity Initiative provides opportunities for new or emerging development officers and volunteer leaders to expand and gain knowledge, skills and talents from wise and trusted mentors that will enable participants to become effective professional leaders in philanthropy.

Thank you for so much for participating.

Submitted by Rodney Young, Senior Resource Development Officer, United Way of Greater Rochester

For more information about the Diversity Initiative, including how to apply to be a mentee or volunteer to be a mentor, please contact the AFP office at (585) 586-7810 or afp@riversorg.com.

Mark your calendar for upcoming AFP Audio Conferences

April 10, 2007 — 1:00-2:30 pm

***The Development Plan -
The Foundation of Success***

Presenter: Linda Lysakowski, ACFRE
Host: ABVI-Goodwill,
422 South Clinton Ave., Rochester

June 7, 2007 — 1:00-2:30 pm

***A Planned Giving Program Anyone
Can Create***

Presenter: Alexander (Sandy) Macnab,
FAHP, CFRE
Host: Rochester Area Community
Foundation, 500 East Ave., Rochester

July 10, 2007 — 1:00-2:30 pm

***Foundations are People, Too:
Cultivating Relationships with
Foundation Representatives***

Presenter: Gloria M. Pugliese
Host: Planned Parenthood of the
Rochester/Syracuse Region,
114 University Ave., Rochester



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