

CHAPTER VERSE ONLINE

Great Lakes Regional Conference reaches new level

About 160 vendors and attendees gathered at the Rochester Riverside Convention Center on April 30th for the “Go for the Gold, Propel your Mission” AFP Conference. The Olympic-themed event was co-sponsored by the University of Rochester and Danforth Development.

Bill Littlejohn, Senior Vice President and CEO of the Sharp HealthCare Foundation was the keynote speaker. Having supervised or directed more than 40 projects including capital and endowment cam-



campaigns, campaign planning and feasibility studies, development audits and major gift programs, Mr. Littlejohn inspired the

audience with his topic of “Best Practices in Philanthropy.” Those who attended Bill’s executive session said it was the best in years.

In addition, the general session panel discussion, “Landscape of Philanthropy: Your competitive advantage in a shifting terrain,” was well received and featured some of the area’s finest minds: Panelists R. Thomas Flynn, Dennis Mullen, Ian Moss and Moderator Dr. Pamela York Klainer.

Conference Chair Tim Thomas was enthusiastic about the response from attendees. “Overall, based on survey results the track session speakers all gave excellent presentations. Attendees also took away new ideas based on their visits to the vendor booths. Hats off to the conference committee for making this conference such a success!” ■

Save the date – November 14 is National Philanthropy Day

National Philanthropy Day® recognizes the profound impact that philanthropy has on the fabric of society. Each year the AFP Genesee Valley chapter honors individuals and groups who, through their hard work and dedication, have enhanced philanthropy, their communities and the world.

Your nomination of an individual or corporate donor, volunteer, or colleague acknowledges and celebrates their transformational impact on your organization and the community.

Please watch your email for upcoming announcements for this year’s nomination form and deadline

and consider nominating in one or more of the following categories:

- Outstanding Philanthropist
- Outstanding Volunteer Fundraiser
- Outstanding Youth Volunteer Fundraiser
- Outstanding Corporation
- Robert A Clinger Outstanding Professional Fundraiser

For more information on National Philanthropy Day, visit www.afpgv.org. ■

CHANGE THE WORLD



WITH A GIVING HEART

From the President

Greetings! I'm pleased to let you know that two important decisions have been made that will have a positive impact on our Chapter.

First, Strategic Planning.

We will be moving forward this summer with a strategic planning process. In August, the Board of Directors and Committee Chairs will define our Chapter's strategy and direction, and make decisions on allocating our resources to pursue this strategy. I invite any Member who is interested in participating in our strategic planning, and can dedicate a full day to do so, to contact me by July 14th.

In July, a survey will be emailed to you that will ask for your feedback on our educational offerings and suggestions on what our chapter can do to better serve our fundraising community. The results of this survey will help guide us in our strategic planning. When you receive the survey, please take a moment to reply. This is your opportunity to share your experience and suggestions with us to help shape our chapter.

Second, Leadership.

Although my role as president has just begun, it's always good to be looking ahead and making succession plans. I'm pleased to let you know that Sara Niemeyer, CFRE, has agreed to be our President-Elect through 2009. After that she will have the opportunity to become the President of our Chapter for 2010 and 2011. Sara has been volunteering for our Chapter for seven years. With her dedication and experience, I have no doubt that our Chapter will continue its good work under her leadership. I look forward to working closely with her over the next few years.

I am grateful that we have volunteers like Sara who give their time to make an impact on the fundraising profession. If you would like to assist with the efforts of our chapter, whether it is participating in our strategic planning, helping with a particular project or giving just a few hours, please let me know. I can be reached at (585) 697-5780 or tschleyer@abvi-goodwill.com.

Thank you.

Tracy Schleyer, CFRE
AFP-Genesee Valley, President
ABVI-Goodwill, Director of Development

Project Streamline: Bridging the Grantmaker/Grantseeker Power Differential

Project Streamline is a collaborative effort of organizations from both sides of the grantmaker/grantseeker divide who believe that funders can reduce the burden that grant-seeking places on public-serving organizations, while still practicing responsible grantmaking. Funded by national foundations, the project has released a preliminary report, *Drowning in Paperwork*, which reveals the complex welter of requirements that nonprofits must negotiate to pursue necessary funding. The report discusses the paradox that most foundations, in their desire to be effective, strategic, and responsible, create specialized application and reporting requirements. Although each set of requirements may seem reasonable and necessary, the cumulative impact is a burden on the nonprofit sector. The Association of Fundraising Professionals is a partner in this activity. For more information, or to see the report, click on www.projectstreamline.org.

Project Streamline Partners:

- the Grants Managers Network,
- the Association of Fundraising Professionals,
- Association of Small Foundations,
- the Council on Foundations,
- the Forum of Regional Associations of Grantmakers,
- the Foundation Center,
- Grantmakers for Effective Organizations,
- the National Council of Nonprofit Associations. ■

Submitted by Liz Wilder, Executive Director, Grantmakers Forum of New York, and Treasurer, Association of Fundraising Professionals, Genesee Valley Chapter.

UPCOMING PROGRAMS

Web Conferences

Web Conferences are held from 1:00 to 2:30 PM at the U of R Alumni and Advancement Center, 300 East River Road, Rochester. The cost is \$18 for members and \$23 for non-members, which includes on-site parking. Upcoming dates are:

Wednesday, July 9

“Keeping Your Donors Part 1: Building Donor-Centered Relationships” with Simone P. Joyaux, ACFRE

Wednesday, August 13

“Four Tried and True Keys to Fundraising Success” with Carol V. Rylander, CFRE

Thursday, September 18

“Keeping Your Donors Part 2: Secrets of Successful Communications” with Tom Ahern, ABC

Thursday, October 2

“Marketing Planned Giving: Maybe We Have It All Wrong?” with Ken Ramsay

Wednesday, October 29

“Boom Generation Women Create New Horizons for Fundraisers” with Margaret May Damon, CFP, CLU, CHFC, CDFA

Please join us for these informative events. ■

Lunch & Breakfast Programs

This fall, two great programs are scheduled at Oak Hill Country Club. The cost for each is \$20 for members and first-time guests, and \$30 for non-members and repeat guests.

LUNCHEON

Thursday, September 25 – 11:30 Registration, 12:00 Program
“Transforming Strategy to Execution of Best Practices: Implementing Good to Great in Development Programs” with Carol B. Wittmeyer.

BREAKFAST

Thursday, October 16 – 8:00 Registration, 8:30 Program
“The Courage to Lead” with Frank Staropoli. ■

Get the Essentials!

The AFP Essentials of Fundraising series offers introductory level sessions on fundraising theory and practice and is designed to help organizations raise money more effectively and efficiently. This series of five 3-hour interactive workshops includes case studies and projects, making the learning experience both substantive and enjoyable.

The series has been designed by experienced fundraising professionals to meet the real world needs and challenges nonprofit organizations face every day. The benefits of participating can revitalize your current fundraising plan and transform a struggling development effort. The Essentials of Fundraising series provides best practices that will make your future fundraising efforts clearer and more effective.

You can now register for this program online, by mail to AFP c/o The Rivers Organization, 312 W. Commercial St., E. Rochester, NY 14445, or by fax 585-385-6053.

The 2008 Fall Essentials program will be held on Mondays from 3:00 p.m.-6:00 p.m. at St. Ann's Community.

September 29

Starting an Integrated Development Program

October 6

Identifying and Soliciting Annual Donors

October 13

Seeking Grant Support

October 20

Board and Volunteer Development

October 27

Individual Major Gifts ■

For more information...

on any of these events, please visit the AFP Genesee Valley website at www.afpgv.org, or contact the AFP Office at 585-586-7810. Registration is limited for some events, so act now! ■

Setting our sights higher

2008 Every Member Campaign Off to a Strong Start

Fundraising professionals clearly know the value of philanthropy. As we begin our Every Member Campaign for 2008, please consider supporting the important education, training and scholarship opportunities that AFP offers.

Board member Mike O'Neal has taken on the challenge of chairing this year's campaign. "My motivation for getting involved with the Every Member Campaign is to give back to the profession that has been so generous to me. I think helping young people with scholarships to educational conferences and funding research is vital to move our field ahead."

In 2007, the AFP Genesee Valley Chapter raised \$10,204 from 79 donors, for an average gift of \$129. A participation rate of 37% was a key factor in AFP Genesee Valley's citation as a Ten Star AFP Chapter.

"This year our sights are even higher," says O'Neal. "We would like to easily surpass last year's total, but just as important, we aim to increase participation, with 50% of members contributing." To date, the 2008 Every Member Campaign has 17 pledges totaling \$4,684.

To make your Every Member Campaign gift online or to print a pledge form, visit www.afpnet.org and click on the "Make a Gift" button in the right hand column. For more information, contact the AFP Genesee Valley Chapter at 585-586-7810. ■

AFP Executive Referral: Your Source for Employment Opportunities

Whether you are a development professional looking for your next opportunity or the person responsible for recruiting the "best and the brightest" to your organization, AFP Genesee Valley Chapter has the answer: Executive Referral on the chapter website (<http://www.afpgv.org/execlist.asp>).

Executive Referral is your one-stop shop to access or post information about development positions here in the Greater Rochester Area. Employers know they can reach the chapter's 240+ highly-qualified members. In the last year, more than 50 positions were posted (and filled!) There are currently 9 opportunities available through Executive Referral right now — log on today! ■



Chapter & Verse Online
is published by the
AFP Genesee Valley Chapter

Marianne Leahy
Editor

Wayne Bulling, Parachute Graphics
Design

Send e-mail to:
mleahy@admin.rochester.edu

312 West Commercial St.,
East Rochester, NY 14445
p: 585 586 7810
f: 585 385 6053
afp@riversorg.com
www.afpgv.org