

# CHAPTER VERSE ONLINE

## **Faster, higher, stronger!**

**“Go for the Gold” at the Great Lakes Regional Conference, April 30, 2008.**

As we head into an Olympic year, AFP Genesee Valley is riding the wave with an inspiring “Go for the Gold” theme for the 2008 Great Lakes Regional Conference. Discover new ways to propel your mission, motivate your people, and inspire donors to do their best. Find out if you have what it takes to meet the challenge and finish strong!

This year’s conference will once again be held at the Rochester Riverside Convention Center on April 30, 2008. The keynote speaker is



*Bill Littlejohn*

Bill Littlejohn, CEO and Senior VP of Sharp HealthCare Foundation and fundraising consultant to major business entities across the United States. Mr. Littlejohn is a gold-medal performer, having supervised or

directed more than 40 projects including capital and endowment campaigns, campaign planning and feasibility studies, development audits and major gift programs.

There will also be an informative panel discussion during the general session entitled “Landscape of Philanthropy: Your competitive advantage in a shifting terrain” featuring some of the area’s finest minds.

Don’t miss this great opportunity to help you strive for your personal and professional best! For more information or to register, visit [www.afpgv.org](http://www.afpgv.org) or call the AFP office at 585-586-7810. ■



## **Applications are now being accepted for the 2008 Meyers Scholarships!**

These awards provide financial assistance toward the cost of attending the AFP Genesee Valley Chapter Great Lakes Regional Conference (see article above). The Chapter will award up to four Meyers Scholarships of \$220 each and both AFP members and non-members are invited to apply. For members, this is a full scholarship. The non-member early-bird price for attendance is \$250, so by winning a scholarship, a non-member will pay only \$30.

The Meyers Fund was established to honor Daniel M. Meyers and his contributions to the fundraising profession. Recognizing that many local organizations cannot afford the cost of professional

development, Mr. Meyers, in conjunction with the AFP Genesee Valley Chapter, has committed to helping non-profit professionals increase their knowledge and skills through this scholarship program.

If interested, please send completed applications postmarked no later than March 14, 2008, to: Cathie Wright, CFRE, Director of Development, Humane Society at Lollipop Farm, 99 Victor Road, Fairport, NY 14450.

For more info, contact Cathie at 585-223-1330 x245 or [wright@lollipop.org](mailto:wright@lollipop.org). ■

# From the President

As the new president of the Genesee Valley Chapter of the Association of Fundraising Professionals, I am pleased to say that this is an organization that doesn't rest.

In November, we had a fabulously successful National Philanthropy Day. Our event that highlights philanthropy had over 400 attendees, superb individuals to honor, and Bank of America providing every person \$25 to donate towards education!

In January, the Diversity Program graduated its first class and ushered in the new class of 2008. All members involved in this program should be proud. Cynthia Woolbright, Chair of the Diversity Committee for the past two years, deserves special recognition. Her commitment and energy is a big part of why this chapter offering has such great outcomes.

Currently, twelve development professionals are pursuing their Certified Fund Raising Executive designation by attending the CFRE Review Course. In March, Essentials of Fundraising Course will begin. This is a course not to be missed if you are looking for an overview of fundraising practices.

Last year, we had such a positive response to the AFP audio-conferences, we decided to offer twice as many this year. We are grateful to the University of Rochester for hosting all of these seminars for 2008. Thanks to their wonderful facility and technology, we have upgraded to web conferences.

Looking ahead, we have our annual conference on April 30. With an Olympic year in mind, we will GO FOR THE GOLD, where we'll learn from some of the best fundraisers and a terrific keynote speaker. I hope you will be there.

I would like to thank all who contributed to our 2007 Every Member Campaign and helped surpass our goal of \$10,000. It is thanks to your generosity that we are able to promote philanthropy and offer fundraising educational opportunities.

I also want to thank all of you who volunteer for our chapter and recognize a few individuals who served on the Board of Directors through 2007 – Debbie Bleier, Deborah Howe Allen, Frank Interlichia, Paul Mastrodonato, Jan Miller and Donna Pritchard. Their contributions as leaders of our chapter are appreciated.

I hope you will take full advantage of the programs of our chapter. If you would like to be a part of our success and volunteer, please contact me at [tshleyer@ABVI-Goodwill.com](mailto:tshleyer@ABVI-Goodwill.com).

Thank you.

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



A closer look  
at some of our  
new members

## Meaghan de Chateaufieux

Meaghan de Chateaufieux is the Assistant Director of Corporate and Foundation Relations at the Rochester Institute of Technology. She started in the position at an exciting time - just two weeks after the new President of RIT arrived. Meaghan comes from Planned Parenthood of Rhode Island, where she served as a Development Officer. Prior to that, she was Development and Major Campaigns Coordinator for AmeriCorps VISTA, Eastside Neighbors in Partnership, in Syracuse. She holds an MA in Political Science from the Maxwell School of Citizenship and Public Affairs at Syracuse University, and was named 2006 Fellow on Women and Public Policy by the Rockefeller College of Public Affairs and Policy at the University of Albany. She also holds a B.A. in Psychology from Nazareth. Meaghan is looking forward to volunteering with the Kennedy Council, Planned Parenthood and AFP! In her free time, she enjoys biking, running, hiking, reading, making music and learning sign language.



## Katie Dickinson

Katie Dickinson moved to Rochester from her hometown of Franklinville, NY after graduating from St. Bonaventure University in 2003. She is the Manager of Sponsorships & Special Events for the YMCA of Greater Rochester and previously worked for the American Red Cross and National Multiple Sclerosis Society. Katie enjoys spending time with friends, working out at the Y, traveling to the Southern Tier to visit her family and Cocker Spaniel. She became involved with AFP to stay up to date with current fundraising trends, learn more about the Rochester community as well as other organizations, and take advantage of AFP's learning seminars.



## Matthew Haag

Matthew resides in Rochester's Park Avenue neighborhood with his partner, Bill Schaefer, and three dogs, Brutus, Timber and Brodie. He works at the University of Rochester as the Director of Major Gifts and Regional Programs. Having relocated

*continued next page*

to Rochester from out of state, a membership in AFP is a great way for Matthew to get to now the local community. He is the 2006 recipient of the Johns Hopkins University Martin Luther King, Jr. Award for Community Service and lives his life according to the following quote by Franklin D. Roosevelt: "It is common sense to take a method and try it. If it fails, admit it frankly and try another. But above all, try something." Matthew's favorite pastimes include traveling, reading and spending time with family and friends.



### **Rachel Henderson**

Rachel Henderson is the marketing/development coordinator for Rochester Hearing and Speech Center, a partner of Al Sigl Center. RHSC is a non-profit, United Way-funded agency that serves over 20,000 adults and children each year with speech/language and hearing disorders. She has been with the agency since April 2007. She is responsible for the publicity and marketing of the agency, and has various fundraising and event planning duties as well. Rachel received her B.A. in Communication/Journalism from St. John Fisher College in 2006. When not working, she enjoys spending time with her friends and boyfriend, and is an amateur wine connoisseur. Her life is summed up by the following quote: "Well-behaved women seldom make history." Rachel resides in Brighton.

### **Amy Reinhardt**

Amy works at the Donor Relations Manager at the Nature Conservancy, Central & Western New York Chapter. The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. When not working, Amy enjoys time with her fiancée, Gary Stubbings, plays flute

in the Irondequoit Concert Band and enjoys organic gardening – yielding a record amount of tomatoes this past summer! Amy has recently taken up karate and resides in Charlotte. Her favorite quote: Cogito ergo spud: I think, therefore I yam.



### **Mary Rogan**

Mary Rogan is Manager of Major Gifts and the Alexis de Tocqueville Society of United Way of Greater Rochester. Her portfolio includes all donors with gifts exceeding \$10,000 a year. She started with United Way in 2002, as a workplace Campaign Associate. Mary resides in Pittsford, NY, with her husband Mike and her son Dan, who attends Georgetown University, and her son Tim, who is in high school. She is a committed supporter of the Rochester Community, and firmly believes it is a wonderful community in which to live and raise a family. She tries to live her life by her favorite quote: "To whom much is given, much is expected".

### **Susan Yovanoff**

Susan lives in Penfield with husband, Larry and two daughters, Laura and Samantha. Her current position is Manager of Annual Giving at the George Eastman House. Susan's mid-life career move into non-profit work prompted her to join AFP as a way to educate herself about the field and learn as much as possible from her fellow members. Susan enjoys reading, gardening, playing the piano and attending music/art events. Her favorite quote is "Remember that a person's name is to that person, the sweetest and most important sound in any language." ■

## **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 12 opportunities available through Executive Referral right now — log on today! ■

# UPCOMING PROGRAMS

## Monthly Program

February 27, 2008 -

### *“Using Newsletters to Raise More Money: A Case Study”*

presented by Deb Howe Allen, Director of Development, Alternatives for Battered Women

Learn how to turn your newsletter from an expense into a money-maker. Based on Tom Ahern's book, *Raising More Money with Newsletters Than You Ever Thought Possible*,

Deb Howe Allen successfully revamped ABW's newsletter. She'll give concrete, brief, useable tips on how to spend LESS time and LESS work on your publication and yet raise MORE money!

If your newsletter is a “we have to do it—everyone else does” project, come and find out how to change it to “our donors can't wait to see the next one!”

Deb has been a professional fundraiser since 1993, raising millions of dollars for the University of Rochester (of which she is also an alum), Genesee Hospital, RIT, and since 2004, ABW. She is a past AFP Board member, past co-chair of the Program Committee, and a current member of that committee.

## The Essentials of Fundraising Course

Targeted for people in fundraising with less than two years in the field. The spring session begins on March 27, 2008 and continues on consecutive Thursdays through April 24. The course will be held at Nazareth College in the Golisano Building from 6:00-9:00 p.m.

The five modules are:

- Starting an Integrated Development Program
- Seeking Grant Support
- Board and Volunteer Development
- Identifying and Soliciting Annual Donors
- Individual and Major Gifts

The cost is \$300 for AFP members and \$400 to nonmembers. There is no cost for Mentees taking part in the Diversity program. ■

## Philanthropy Forum

It's (Not) A Mystery!

Grantmaking in the Rochester Region



Grantmakers Forum of New York and Association of Fundraising Professionals Genesee Valley Chapter cohost a Meet the Grantmakers program

**Grantseekers:** Take the mystery out of grantmaking! What is important to grantmakers? What's new on the local grantmaking scene? Five area grantmakers will provide information and updates about their organizations, how they review proposals, make grant decisions, and evaluate impact.

**Grantmakers:** Hear different perspectives on grant-making. Where are other grantmakers giving in the community? Are there gaps or duplication of efforts in regional funding? What opportunities exist for partnerships with other funders, to leverage resources and expand the impact of your grants?

**Thursday, March 27, 2008 from 8:00-11:00 AM**

Oak Hill Country Club, 346 Kilbourn Road

- 8:00-8:30 – Registration and Continental Breakfast
- 8:30-10:30 – Program
- 10:30-11:00 – Network with your colleagues

Cost: \$20 AFP members, \$30 for nonmembers

With Appreciation To Our Sponsors



### For more information...

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



# AFP marks first anniversary of “Buddy Program”

The AFP Buddy Program, an initiative started in 2007 to unite new members with existing, more experienced members has just completed its inaugural year with 34 buddy pairs and overwhelmingly positive feedback. Here are what new members of AFP and their Buddies have to say:

“The experience was terrific. Not only did he answer my questions, he offered local contacts, recommended books, newsletters and websites. The meeting was like talking to a ‘walking encyclopedia’ ...he was informative, creative, encouraging, and supportive. It is a real plus to my AFP membership to have a Buddy I can call anytime.”

“Thanks for asking me to be an AFP Buddy. After our first meeting, we were able to share some ideas and work towards a common goal. She works under the same umbrella as me but for a different entity and it was great to meet her and get to know her. I talk with her more often now and we both ask each other for ideas.”

“My experience has been wonderful with the AFP Buddy Program! Really, I have found it to be a very helpful process and I have met with my Buddy to bounce ideas around and get her feedback. She has a lot of experience and I consider her an expert in many aspects of fundraising. She gave me great suggestions about planning for a capital campaign as well as some feedback on training I had attended. Thanks for the opportunity to participate.”

To those who are participants in the AFP Buddy Program – thank you! The relationships you are building help our chapter of AFP grow stronger and make us all better fundraisers. If you’d like information about becoming a Buddy, please contact Alison Martinez, AFP Membership Chair, at (585) 697-5711 or [amartinez@abvi-goodwill.com](mailto:amartinez@abvi-goodwill.com). ■



## AFP Every Member Campaign Supports Our Own

Please consider making a gift to the AFP Foundation for Philanthropy through the Every Member Campaign. Your support helps deliver education and training programs, facilitates exchange of best practice, and advocates for the sector and directly benefits our local chapter members.

The AFP Foundation for Philanthropy helps make it possible for thousands of fundraising professionals to enhance their skills and knowledge. Since 1973, the foundation has supported the work of AFP by funding initiatives that benefit the membership, increase accessibility to educational programs, fund innovative research, and influence public and institutional opinions of fundraising and philanthropy. The foundation provides funding for new and enhanced programs and services. Voluntary support of AFP members and friends is essential in helping to bridge the gap between adequacy and excellence, and ensuring that AFP provides its members with the highest level of service possible.

On the local level, your donation comes back to the chapter - returning 25% of the contributions received from your members to fund chapter activities. All chapters are also eligible to participate in the Chamberlain Scholarship Program, which provides a scholarship to the International Conference on Fundraising to a chapter member who is a first-time conference attendee. For more information on scholarships contact Cathie Wright at 585-223-1330 ext 245 or [wright@lollypop.org](mailto:wright@lollypop.org). To make your Every Member Campaign gift, please contact the AFP Genesee Valley Chapter at 585-586-7810.

*Information provided courtesy of [www.afpnet.org](http://www.afpnet.org).*



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