

Chapter & Verse

Newsletter of the Association of Fundraising Professionals
Genesee Valley Chapter

Summer 2012

DEADLINE APPROACHING: National Philanthropy Day Nominations Due Soon!

Nominations must be postmarked by **July 27, 2012**

To download a nomination packet please click here: [National Philanthropy Day: Nomination Packet](#), visit www.afpgv.org or call the AFP office at 585.586.7810.

Message from the President

It's hard to believe that summer is already upon us, and, if you are like most fundraisers, that means you are probably already busy planning for fall and year-end giving; how quick the year does pass. The first half of 2012 has been a bustle of activity for AFPGV too. Our revised conference format in April brought rave reviews from participants regarding our stellar speaker, Laura Fredericks, and the opportunity to explore a topic in-depth. Our other educational programs have covered a variety of relevant topics, networking groups are in full swing, and we held our first member networking event of the year. There are a few webinars over the summer and then activity kicks into full swing in the fall.

One of our biggest

events of the year is National Philanthropy Day, which is being held on Friday, November 9th. While November can feel far away when we are at the beginning of one of the hottest summers in recent years, nominations are actually due soon. This is a great opportunity to recognize the many generous and talented people who contribute to the amazing acts of philanthropy that happen in our community each and every day.

A recent study conducted by Harvard University confirms what all of us as fundraisers know, that "little acts of giving will make you a happier person" however, we also know that those acts of giving make a world of difference in the lives of the people we serve. The teams around us, the

donors, volunteers, and staff, are instrumental to achieving mission. NPDP is an opportunity to say thank you to some of the many individuals who contribute to your agency's success each day.

And speaking of success, we at AFPGV cannot successfully meet the needs of all of you without your input, so please complete your survey so we can make 2013 an even better year for you!

—Samantha Standing,
CFRE
President

Upcoming Programs

* Recruiting Ideal Board Members Who Achieve Successful Outcomes

Thursday, September 20

- o 11:30 a.m., Registration, networking and self-serve lunch
- o 11:55 a.m.–1 p.m., Program
- o \$20 AFP members/\$40 non-members

Upcoming Webinars

* How to Talk to Your Board—Creating a Long-Term Development Vision

Thursday, July 26, 2012: 1:00–2:30 p.m.

- o **Presenter:** Marcy Heim, CFRE: Coach and Trainer to Non-Profit Executives

*The New Face of Fundraising and Engagement— Smartphone and Mobile Web Technology

Wednesday, August 8, 2012: 1:00–2:30 p.m.

- o **Presenter:** Tonia Zampieri: Pioneer in Mobile Nonprofit marketing

*Ethics

Thursday, August 23, 2012: 1:00-2:30 p.m.

- o **Presenter:** Paul Pribbenow: 10th president of Augsburg College

***FREE TO ALL AFPGV MEMBERS**

* Building a Major Gifts Pipeline Despite BIG Obstacles

Thursday, September 13, 2012: 1:00–2:30 p.m.

- o **Presenter:** Adrienne Capps, MBA, CFRE: Assistant Dean for Development and External Relations, UC Davis School of Education

Please register for these events online at www.afpgv.org

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Volunteers Needed!

Do you want to get to know people, put on a fun event, and help the Association of Fundraising Professional Genesee Valley Chapter at the same time? You can do that by joining the 2013 Regional Conference Planning Committee and serve on the planning team. As a member will:

- Work with event chairs to perform tasks on sub-committees
- Attend planning meetings
- Arrive at specified times and locations ready to perform the assigned tasks.

Whether you have an hour a month or an hour a week to share, we have some wonderful opportunities for you to get involved with the 2013 Regional Conference.

To get more information, please e-mail: Patricia Miller, 2013 Regional Conference Chair for AFPGV at: ptm@rochester.rr.com

NYS Nonprofit Revitalization Act

Attorney General Eric Schneiderman has introduced the "Nonprofit Revitalization Act" in the NYS Senate. The bill, sponsored by Senators Carl L. Marcellino and Michael H. Ranzenhofer, is posted [HERE](#). Its introduction in the Assembly is pending. This legislation is based on the Leadership Committee for Nonprofit Revitalization's report, [Revitalizing Nonprofits, Renewing New York](#). The legislation is primarily concerned with state reporting and governance issues, but AFP members will want to review the report and legislation and be sure to take advantage of any meetings in the community to analyze its effect on nonprofits.

—Liz Wilder
Government Relations Chair

National Philanthropy Day Planning Is Underway

National Philanthropy Day will be celebrated locally on Friday, November 9, with a luncheon at the Rochester Riverside Convention Center. We hope you plan to join us for this important celebration of giving in our community. We also hope you will participate by nominating philanthropists who have made significant contributions to your organization so we can honor them as a community.

National Philanthropy Day is once again in the capable hands of a terrific group of volunteers. Jessica Regan is new to chairing the sponsorship committee - which has just exceeded its goal! If you are considering a [sponsorship](#), there's still time to support NPD. Jessica has a great team in Sarah Campagna, Linda Gressell, Robyn Miller, and newest volunteer, Tracy Kroft.

Rachel Atwood is repeating her role as chair of the media committee. You have probably already noted that Wayne Bulling has been putting his

creative skills to work on our behalf.

Brad Schreiber is generously donating his time and expertise again this year in chairing the awards committee. Please make sure he receives plenty of nominations! Nomination packets can be found on our website at [2012 NPD Nomination Packet](#).

Finally, when you attend the luncheon, you will be grateful for the work of our hospitality committee, chaired by Elaine Lotto. Along with Elaine, Karen Humbert and Diana Lauria collaborate to present a lovely luncheon that is a wonderful environment to honor members of our community who exemplify the meaning of philanthropy.

Invitations will mail in September. We hope to see you there!

—Gretchen Wood
National Philanthropy Day 2012
Chair



2011 National Philanthropy Day honorees.

AFPGV Maintains an Online Presence!

While most of us know what [Facebook](#), [Twitter](#) and [LinkedIn](#) are, did you also know the AFPGV joins the ranks of the Chronicle of Philanthropy, AFP Headquarters and the *NonProfit Times* on these social media? We're making connections through all these avenues to keep our members up to date on current issues, and continue to be part of the broader conversation about our profession. We also make good connections within our local community through these online networks, as many other nonprofits in our area are also attracting people through these sites.

On [Twitter](#), we participate

in Follow Friday (#FF) and Charity Tuesday (#CharityTuesday), joining in the global trends that populate Twitter highlighting our local nonprofits doing good right here in our region. We're up to almost 1,000 tweets and 270 followers on Twitter. With regard to [Facebook](#), we're closing in on 100 fans slowly but surely.

Our [LinkedIn](#) group has more than 270 followers as well. Between these three important social media sites, we're making great strides to communicate with our community online and off!

—*Tiffany Paine*
Online/Social Media Chair



Scholarship Committee Offering Two Scholarships

- **The Meyers Scholarship:** In honor of our very own Dan Meyers, this scholarship provides opportunities each year to attend the AFP Genesee Valley Chapter's Great Lakes Regional Conference.
- **The Chamberlain Scholarship:** This scholarship can be used towards travel expenses for the AFP International Conference.

Any questions about scholarships, please contact the Scholarship chair, Julie Murawski, at jmurawski@lifespan-roch.org

"Giving is better than receiving because giving starts the receiving process"
-Jim Rohn

Every Member Campaign update

Thank you to 27 members who have made gifts to our chapter's Every Member Campaign (EMC). To date, these members have pledged \$4,658 toward our \$6,700 goal (69.5%).

We are proud to announce that we have 100% board participation in the EMC. However, our overall member participation is only 14.5%, so please consider making your gift or pledge today!

For more info and to make your gift or pledge, [CLICK HERE](#).

Why should you give to the EMC?

- Your gift helps AFP continue to advance philanthropy and promote our profession.
- If we reach our goal, 25% of our chapter's total comes back to us to provide programs and scholarships throughout the year.
- There's something else in it for you...everyone who donates a gift to the campaign by November 1 will be entered in a raffle for prizes, with the drawing at our holiday get-together in early December!
 - A donation of any kind will earn you one raffle ticket.
 - If you increase your gift from last year, you'll receive a second ticket.
 - If you join the Alpha Society with a monthly gift of \$10 or more, you'll receive another ticket.

Thank you for demonstrating your commitment to our profession by making an EMC gift today.

—*Anne McKenna*
Every Member Campaign Chair

The Association of Fundraising Professionals (AFP) represents more than 28,000 fundraisers in more than 180 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. AFP fosters the development and growth of its members and promotes high ethical standards in the profession. The Genesee Valley Chapter represents more than 200 fundraisers in the Rochester area.

Chapter Leadership

Executive Committee of the Board

Samantha Standing, CFRE
Kim Clark
Deborah A. Zeger, CFRE
Kyle J. Polite
Karen M. Gaffney, CFRE
Debra J. Salmon

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VP Marketing
VP Professional Advancement
VP Membership
Treasurer
Secretary

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Jeffrey E. Hough
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Patricia Miller
Diane Shoger
Krystyna Staub

Board Member
Communications Chair
CFRE Chair
Executive Referral Chair
Every Member Campaign Chair
Great Lakes Regional Conference Chair
Ethics Chair
Programs Chair

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Carolyn Khanna
Julie Murawski
Kayleigh Nutting
Kristen O'Connell
Cynthia Pacia
Tiffany Paine
Brad Schreiber
Maya Temperley
Liz Wilder
John Williams
Gretchen Wood

Great Lakes Regional Conference Co-Chair (2013)
Capital Campaign Networking Group Moderator
Membership Chair
Scholarship Chair
Diversity/Inclusion Chair
Fundamentals of Fundraising Chair
Young Professionals Networking Group Moderator
Online/Social Media Chair
Awards Chair
Experienced Grantwriters Networking Group Moderator
Government Relations Chair
Solo Shop Networking Group Moderator
National Philanthropy Day Chair (2012)

Brenda Thornton

Chapter Administrator

Chapter & Verse is published by the Association of Fundraising Professional Genesee Valley Chapter.

This newsletter was compiled by Communications/Marketing Intern Jonathan Richardson.

Any questions or comments about the newsletter can be directed to Melanie Simmons at

Melanie.Simmons@redcross.org

The Association of Fundraising Professionals, Genesee Valley Chapter can be reached at:

P.O. Box 425
Spencerport, NY 14559
(585) 586-7810
Fax: (888) 366-9196
info@afpgv.org