

Social media efforts expand

AFPGV is expanding our use of social media to spread awareness of all that our chapter has to offer. Check us out on Facebook and on Twitter at @AFPGV. Coming soon: Twitter handles on name tags at AFPGV-sanctioned events. Be sure to send your Twitter handle to the office.



AFPGV seeks Diversity chairperson

AFPGV embraces a broad representation of experiences, perspectives and cultures. Inclusiveness is an essential source of vitality and fosters the unique contributions of every member of our community. Our pursuit of mission is strengthened by including people from all cultures, ethnicities, sexual orientations and differing abilities in programming, events, education and leadership. Evidence of our commitment to meeting this mission can be

seen in the chapter's having achieved AFP national **Friends of Diversity Designation**.

To help **AFPGV** fulfill this aspect of its mission, the chapter seeks a Diversity Chair for 2013–14. The chair will spearhead several initiatives for our chapter that will help us accomplish important goals of:

- Developing strategies and programmatic resources to help organizations engage and raise philanthropic

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Welcome to our new members!

- **Meaghan De Chateauvieux**, director of Development and Marketing, Alternatives for Battered Women
- **Morgan Dornsife**, director of the Roberts Fund, Roberts Wesleyan College
- **Jennifer Gibson**, associate director of Development, Lollypop Farm
- **Margaret Glitch**, director of Donor Stewardship, RIT
- **Cindee Gray**, assistant VP, RIT & RGHS Alliance and IHST, RIT
- **Jeffrey Greene**, board member, Rochester Gay Men's Chorus
- **Terra Keller**, Events manager, Foodlink
- **Arika Lindquist**, Events and special assistant, Hillside Children's Foundation
- **Anne Middleton**, Development & Marketing coordinator, Stand Up Guys, Inc.
- **Christine Moulton**, Fundraising specialist, Cayuga Centers
- **Joseph Nairn**, executive director of Advancement, Finger Lakes Community College
- **Lisa Scott**, director of Alumni

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Deadline almost here for 2013 NPD nominations!

AFPGV members and supporters have until **July 26, 2013**, to nominate organizations and individuals for **National Philanthropy Day®** (NPD) 2013. NPD will be celebrated in Rochester this year on **November 1, 2013**, at the Rochester Riverside Convention Center.

NPD is the special day set aside in the Rochester area to recognize and pay tribute to the great contributions that philanthropy—and those people active in the philanthropic community—have made to our lives, our communities and our world. Throughout the years, the **AFPGV Chapter** has honored individuals, groups and organizations whose philanthropic endeavors are unparalleled in our community.

We need *your* help to identify this year's best and brightest stars in the Rochester philanthropic community in the following categories:

- Outstanding Philanthropist

- Outstanding Volunteer Fundraiser
- Outstanding Youth Volunteer Fundraiser – Individual
- Outstanding Youth Volunteer Fundraiser – Group
- Outstanding Corporation
- Outstanding Foundation
- Robert A. Clinger Outstanding Fundraising Professional

Additional nomination criteria and event details are available on the AFPGV website (<http://www.afpgv.org/>). We encourage you to review the nomination criteria and prepare a nomination from your organization or district by the **July 26, 2013**, deadline.

If you nominated an individual or group for a previous NPD award who did not win, please consider re-nominating them.

If you have questions or need further information, contact the chapter office by phone (585-586-7810) or e-mail (info@afpgv.org).

Members, continued

Relations, Finger Lakes Community College

- **Sarabeth Rogoff**, manager of Special Events, Hillside Children's Foundation
- **Bryant Sanders**
- **Lesia Telega**, Membership director, National Susan B. Anthony Museum & House
- **Chris Tumminelli**, president, Flower City Down Syndrome Network
- **Mary-Jo Weegar**, Community Relations and Event Specialist, AIDS Care
- **Holly White**

Diversity, continued

support from constituents from diverse backgrounds

- Creating a welcoming and respectful environment that is open to all
- Expanding strategies for recruiting and promoting professionals from diverse backgrounds into the field
- Assisting fundraising professionals in advancing their work with diverse constituencies through education, training and development

If you are interested in applying to be the 2013-14 Diversity Chair, please email **Kyle Polite** at kpolite@rpo.org.

Shout out

- **Melanie Barnas-Simmons** has moved from Major Gifts officer at the American Red Cross to director of Advancement at Our Lady of Mercy School for Young Women.
- **Amy Young Heinze** moved from director of Development at Pluta Cancer Center to News Channel 8.
- **Debra J. Salmon**, director of Development and Marketing for Holy Childhood, received one of the 2013 Shining Star awards from the United Way of Greater Rochester for her work as a Campaign Coordinator.
- **John C. Williams** has a new position as Development director with Image-Out, effective August 12.

National Philanthropy Day planning underway

AFPGV has begun planning its 2013 **National Philanthropy Day** (NPD; see page 1) to be held locally on Friday, **November 1**, once again with a luncheon at the Rochester Riverside Convention Center.

The event is in the capable hands of another terrific group of volunteers. **Karen Humbert** is co-chairing the event with **Gretchen Wood**.

Becky Herman and Sarah Campagna are working on sponsorships. Sponsorship information can be found at www.afpgv.org. Several opportunities are available.

Diana Lauria is chairing the Hospitality Committee this year and Wayne Bulling is again putting his creative skills to work on our behalf.

Brad Schreiber is generously donating his time and expertise again this year to chair the awards committee. Please make sure he receives plenty of nominations! Nomination packets can be found on our website (www.afpgv.org) and are due **July 26**.

The AFPGV Resource Development and Marketing Communications teams are joining forces with the NPD committee this year to lend their talents in support of this important event.

We look forward to a lovely luncheon that is a wonderful opportunity for us to honor members of our community who exemplify the meaning of philanthropy.

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

2013 AFPGV Regional Conference is resounding success on all fronts

By *Melinda Goldberg*

AFPGV's 2013 **Regional Conference** saw a dramatic increase in registrations and net income, as compared with the past two years. Even attendance by non-AFP members increased. Attendee survey results show a 91% overall satisfaction rating for content, value and educational information. Exhibitors and vendors were extremely pleased and reported better interaction with attendees at this year's site, the RIT Inn and Conference Center.

Attendees appreciated learning new

techniques and simple steps to follow and use to expand upon or start planned giving programs.

Preparation for the 2014 conference, to be held in early April, will begin this summer. If you are interested in joining the Conference Committee, contact me at RaisingFundsNY@gmail.com, or contact the **AFPVG Chapter Office**.

Thank you again to our speakers and panelists: Jennifer Leonard and **Dana Miller** of the Rochester Area Community Foundation, as well as Paul

Bush; **John Gleason, CFRE**; Melissa Head; **Anne McKenna**; Michael Palumbos, ChFC; Edward Radin, Esq.; Cassandra George Ramos; and Burton Speer, CPA and **Marianne Virgilio, CFRE**.

Thank you to our lead sponsor, the University of Rochester, and to this year's exhibitors and vendors: Alpha Graphics, Cathedral Corporation, Crescendo Interactive, Digitech Publishing, Karpus Investment Management, Ogden Group of Rochester, Parachute Graphics, Rochester Area Community Foundation, Telecomp, Inc. and UNOs.

An “accidental fundraiser” appreciates benefits of joining AFP

By *Kerri Phillips*, Program Coordinator,
Successful Pathways of YFC, A Ministry of Rochester Youth for Christ

For as long as I can remember, my dream job was to be a program director. I believed I had a great mix of administrative skills, zeal and determination to manage a program that was making a difference in a community. When all my dreams came true with a promotion at Rochester Youth for Christ, I also came to the realization that I had overlooked a huge variable in managing a non-profit: the funding sources. It became obvious that I had a lot to learn to secure my program, and I had no clue where to begin.

My executive director said it would be a good idea to attend some

of **AFPGV**'s monthly events. I quickly realized how much of an asset the association is to our community and immediately became a member. Each workshop I attended was like a saving grace message to me. I have learned so many tips and tricks for relating to donors, applying for grants and the like that have drastically transformed our development plans at Rochester Youth for Christ.

Along with the meetings, I have also attended several of the networking groups, where highly talented professionals took their time to empathize with my situation and pointed me in great directions to build my skill set.



I won the **Dan Meyers' Scholarship** to attend this year's regional conference and can't thank **AFPGV** enough for providing educational opportunities such as these. It has been such an uplifting community, with plenty of possibilities for networking. This “accidental fundraiser” is sure glad she joined.

Upcoming events and educational programs

A **AFPGV** will hold a number of events through the end of this year. Scheduled to date are the following. For updates on details and additional offerings, go to:

http://www.afpgv.org/index.php?option=com_content&view=article&id=26&Itemid=90

Wednesday, August 28

Evening Mixer:

AFP Young Professionals Networking Group & NextGen Rochester
Mary Jemison River Cruise at Corn Hill Landing
AFPGV Luncheon Program and New Member Orientation
(details coming soon)

Thursday, September 12

Wednesday, September 25

AFP Webinar:

Online Success Strategies, Tools & Trade Secrets – 102

Tuesdays, October 1–November 12

AFP Fundamentals of Fundraising Course

Thursday, October 10

AFPGV Breakfast Program (details coming soon)

Friday, November 1

National Philanthropy Day Luncheon

Thursday, December 5

AFPGV Annual Meeting & Holiday Party

Wednesday, December 11

AFP Webinar:

Accountability and Ethics can Make or Break Your Organization

AFPGV also hosts several networking groups at this time, including:

- **Capital Campaigns**, a forum for people who are undertaking capital campaign projects. The Networking Group is BYOB (buy your own bagel) and will meet in November. For more information, contact group moderator **Karen Higman**, consultant from SBS Fund Counsel, at khigman@rochester.rr.com or by phone at (585) 880-1386.
- **Solo Shops**, for those who are the only fundraisers in their non-profit organizations. All meetings are held at the United Way of Greater Rochester (75 College Avenue). For details, contact **John Williams** (jcwplano@rochester.rr.com).
- **Young Professionals Networking Group**, for young professionals at all experience levels that support the fundraising efforts of a nonprofit, whether as part of their job description or as a volunteer fundraiser. Contact group co-moderators **Cynthia Pacia** (philanthrocat@hotmail.com) or **Tiffany Paine-Cirriuncione** (Tiffany.Paine@RochesterYMCA.org).

AFPGV leadership

Officers

President:

Samantha Standing, CFRE

President-elect:

Kyle Polite

VP of Professional Advancement:

John Williams

VP of Marketing:

Melanie Barnas-Simmons

VP of Membership:

Natalie Anderson

Treasurer, Resource Development Chair:

Anne McKenna

Secretary:

vacant

Directors

Education Committee:

Katharine Bassney; Becky Herman, CFRE; Debra Salmon

Every Member Campaign Chair:

Ryan Kelly

Government Relations Chair:

Kimberly Clark

CFRE Chair:

Tammy Cohen, CFRE

2013 Regional Conference Chair:

Melinda Goldberg

Resource Development Committee:

Ryan Kelly

Communications Committee Chair:

Tiffany Paine-Cirincione

Ethics Chair:

Diane Shoger

Programs & Webinars Chair:

Krystyna Staub

Board Member:

Debbie Zeger, CFRE

Other non-board positions

Scholarship Chair:

Julie Murawski

Membership Chair:

Jessica Myers

Diversity/Inclusion Chair:

open

Social Media Chair:

Kayleigh Rae Nutting

Fundamentals Chair:

Marlisa Post

Awards Chair:

Bradley Schreiber

2013 National Philanthropy Day Chair:

Gretchen Wood

Newsletter Editor:

Ruth E. Thaler-Carter

Chapter Administrator:

Brenda Thornton

AFP conference report—International gathering offers great opportunity to soak up knowledge

By *Ryan Kelly, Al Sigl Community*

Before I left Rochester to attend the 2013 AFP International Conference on Fundraising in San Diego, CA, our foundation president told me to “be a sponge and soak up as much knowledge as you possibly can.” I can say, without a doubt, that is exactly what I did. I returned to work totally energized with hundreds of ideas that I immediately wanted to implement in my daily fundraising activities. I could not have asked for a better experience as a first-time conference attendee. It was also my first time visiting San Diego – I left Rochester in the snow and arrived to sunshine, palm trees and weather in the mid- to upper 60s each day I was there. It was an all around wonderful experience.

Some of the things that I learned:

Mold your job to be the best of yourself. Personalization resonates best with donors. Ask your donors to do more – value their feedback. Monthly giving sustainer programs are key to annual fundraising. Donors with both high passion and high giving capacity are going to be your major donors. Look after your supporters – pick up the phone and have a chat.

These statements have a few things in common: They are simple, they are obvious and they are frequently forgotten. It is not new news that we are in the midst of uncertain economic times and that donors have tightly restricted budgets and strict funding priorities. Even the most seasoned fundraisers are constantly trying new tactics to attract new donors and retain current ones. What I came to realize while attending the International Conference is that sometimes going back to basics is the key. I cannot tell you how many “Ah-ha” moments I had while attending sessions or listening to keynote speakers.

I was enlightened, inspired and motivated. I could not wait to bring all of this knowledge back to Rochester with me. Attending this conference



Ryan Kelly in California.

is exactly what I needed and came at a perfect time; kudos to AFP for a well-done conference and to San Diego for being an amazing city that I cannot wait to visit again.

My opportunity to attend such a wonderful conference would not have been possible without the **Chamberlain Scholarship**. I encourage all AFP members who have yet to attend an International Conference to apply for this scholarship. The experience and wealth of knowledge gained is so worth it. Thank you, again, to the **Selection Committee** members for the amazing opportunity.

I'd also like to give special thanks and remembrance to **Karen Gaffney** – she was a huge advocate for young professional development and was quite possibly more excited than my own parents when I received word that I had been awarded the **Chamberlain Scholarship**.

Association of Fundraising Professionals – Genesee Valley Chapter

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