



President's Message

With the new year, we tend to focus on resolutions and making time for new hobbies. *I'm going to get to the gym 6 days per week. I'm going to spend more time with my family. I'm going to be more organized – at work and home. I'm going to volunteer more. I'm going to learn how to knit ... snowboard ... water ski ... speak another language.* Often times we work toward our new goals with persistence and excitement. Then, February arrives and the rhythm – and reality – of our daily grind goes back to “normal,” leaving little time for our new plans.

With this trend in mind, I challenge you, as well as myself, to not let go so easily of our resolutions. It is important to find a work-like balance and to use our professional and personal networks to achieve each of our goals. My hope is that you view AFP-GPC as a resource in making connections, meeting new friends, and achieving success. The Greater Philadelphia Chapter is YOUR chapter and is built through the hard work and dedication of our members. AFP-GPC could not operate without the countless hours of volunteer time our members provide.

On behalf of the board of directors, our hope is to give back to each and every member. Please tell us how we can help you meet your 2011 resolutions. Are you looking to meet new colleagues who are interested in strengthening inclusiveness in our organizations and our profession? Are you looking to build or use your event planning skills? Do you want to share your experiences and expertise with a person new to the fundraising profession? Maybe you are looking to meet new people throughout the region and gain exposure to new, creative approaches to fundraising and building donor relationships. AFP-GPC offers all these things and more through our chapter volunteer opportunities – with committees or for one-time tasks, educational programs, networking series, and signature events.

As you are planning for the things you want to accomplish in 2011, please consider AFP-GPC as a partner in helping you achieve your goals. Our board and committee chairs have a year full of engaging, unique, and educational opportunities planned. We welcome you to join us in fulfilling AFP's mission to advance philanthropy through advocacy, research, education, and certification; foster development and growth of fundraising professionals; and promote high ethical standards and inclusiveness in the fundraising profession.

Best wishes for a joyful and healthy 2011. I hope to see you soon at an AFP-GPC committee meeting or event.

Sincerely,

A handwritten signature in cursive script that reads 'Jaime L. Howard'. The signature is written in black ink and is positioned below the word 'Sincerely,'.

Jaime L. Howard

Get to Know Your 2011 Board



President:

Jaime L. Howard

Director of Facilities and Capital Projects
The Children's Hospital of Philadelphia Foundation

Board Chair:

Gloria M. Pugliese, MBA, CFRE

Director of Corporate and Foundation Relations
La Salle University

Vice President Communications & External Affairs:

Stephanie Cory, CAP, CFRE

Director of Development
The Arc of Chester County

Vice President Education & Professional Development:

Dana Heiman, CFRE

Vice President for Development and Communications
Brandywine Health Foundation

Vice President Finance:

Carol Dickol Revak, CFRE

President
Revak Consulting, LLC

Vice President Membership Services:

Stan Retif, CFRE

Vice President for Development and Communications
Elwyn

Secretary:

Matthew Hugg

President
FundRaising Talent

Treasurer:

Richard Bohrer, CFRE

Management Services
NonProfit Development & Management Services

Members:

Michele DiVeterano

Regional Walk for Hope Director
City of Hope

Regina Donovan

Assistant Vice President, Development
Temple University

Mark Dubowe MBA, CAP

Registered Representative, New England Securities
Creative Financial Group

Susan Mostek

Director of Development
Phoenixville Public Library

Gregory Murphy

Associate Vice President for Advancement
Community College of Philadelphia

Gregory Schmidt

Director of Class Giving & Reunion Programs
The Penn Fund, University of Pennsylvania

Richard Tolsma

President
Rich Tolsma Productions

Kortnay Woods, MS, CFRE

Director of Grant Development
Montgomery County Community College

Charles Wright, III

Vice President, Institutional Advancement
Peirce College

Jo-Ann Zoll

President
Zoll, LLC

Q&A with Your Board

Why did you become a fundraiser?

"It was just something that happened. I started out producing fundraisers for non-profits and it was the natural next step." – Michele DiVeterano

"Because I didn't want to go to law school, was seeking a different career path, and fell into it due to my 'transferable skills.'" – Jaime L. Howard

"For me it was a mid-life career change after working for TV Guide Magazine for 23 years. I had also enjoyed many years of volunteering in the non-profit world and decided to make the jump from industry

to non-profit. I considered the skill set I had developed, primarily in sales and marketing, and I focused on fundraising." – Greg Murphy

"Seemed like an opportunity to make a difference." – Stan Retif

What has surprised you most about fundraising?

"It's fun, meaningful and challenging – what more can you ask for?" – Rick Bohrer

"It can be a conversation-killer when people ask what I do for a living. It's like they think I'm going to ask them to pull out their checkbooks right then and there." – Stephanie Cory

"It's surprising how many organizations still see themselves differently from a business. Even though we are non-profits, it is still in our best interest to apply sound business practices in stewarding our resources and maximizing the value for our donors and clients." – Gloria Pugliese

"My specialization is grants. I always enjoyed the process of bringing different groups of people together, conceptualizing a project, and breaking it down into outcomes and budget numbers. To see something in writing become real is a true pleasure. I also am a big supporter of volunteering and helping others. Fundraising, in all of its ways, helps others and organizations." – Kortnay Woods

How do you describe the profession?

"Always evolving, yet always staying the same. Yes, the methodologies are changing: E-Mail, Social Networks and SMS to name a few. But the basics of building relationships with donors and speaking for the beneficiaries you serve remains the same. Sy Seymour's 1966 classic *Designs for Fundraising* served as well then as it does now...just trade the note cards he used for your favorite computer database program." – Matt Hugg

"Fundraising is a combination of sales and marketing. There is probably nothing more important in fundraising than communication skills." – Susan Mostek

"Incredibly fulfilling." – Stan Retif

"Assists organizations meet their missions." – Kortnay Woods

Who is your favorite superhero - why?

"Wonder Dog – the bumbling super hero..." – Rick Bohrer

"Wonder Woman." – Stephanie Cory

"I don't know if she is considered a Superhero (and I guess I am showing my age on this one) – but I always wanted to be just like the Bionic Woman! Hmm...interesting the Bionic Fundraiser!" – Dana Heiman

Why AFP?

"I am so impressed by the level of professionals and the diversity of support for this organization ... I just want to be in good company and learn from my colleagues and peers." – Michele DiVeterano

"Terrific colleagues, wonderful resources, stellar educational programs and unique networking opportunities!" – Dana Heiman

"It's an organization of like- and open-minded, goal-oriented people seeking constant professional development. And AFP sets the standard as the premier association for the profession with its resources, trainings, advocacy initiatives, and positions on new issues and trends for fundraisers." – Jaime L. Howard

"It's where like minded souls gather. Fundraising can be isolated work. The people you see outside your organization aren't always thrilled – some say you're there to take their money! The people inside your organization only love you when you bring them money... otherwise they want to see you outside! AFP is a fine place to meet others who share your concerns and really understand what it's like to speak for a cause every day." – Matt Hugg

Favorite Philadelphia sports team?

"Flyers – hands down!" – Susan Mostek

"The Philadelphia Soul, because it's owned by Jon Bon Jovi, one of the region's greatest philanthropists, whose commitment to the region is spectacular." – Greg Murphy

"This is a close one – no it's not: The Phillies!" – Gloria Pugliese

Be One of the First to Attend the Fundamentals of Fundraising

Dates: March 8 & March 15, 2011

Time: 8:30 AM - Registration; 9:00 AM - 5:00 PM – Program. Continental breakfast and lunch will be included both days.

Location: Elwyn - Cramp Administrative Building, Room 317 - 111 Elwyn Road - Media, PA 19063

Cost: \$390 AFP Members; \$490 Non-members.
Limited scholarships are available.

To Learn More: contact the chapter office

Be among the first to participate in this new education program designed to help organizations be more effective and efficient – and raise more funds.

The ***New AFP Fundamentals of Fundraising Course*** offers a complete overview of an integrated development office and program, featuring current information and techniques. This two day experiential learning program includes case studies and projects for groups and individuals, making the learning experience both substantive and enjoyable.

Participants will develop skills and gain knowledge that can be tailored to their particular organization. The information you will learn and the relationships you develop will be invaluable to you and your organization, and will assist you for years to come.

Registration is available on a first come, first served basis with **the class limited to participants who have less than four years of experience in the profession.**

Principles of Fundraising: Spring 2011

Plan now to attend the acclaimed **Principles of Fundraising** course cosponsored by **Villanova University** and the **Greater Philadelphia Chapter of AFP.**

This beginner to intermediate program runs from February through May 2011. This is your last chance to take this course before the price increases for the Fall 2011 semester. To be considered for the scholarship, you must be employed by and have significant fundraising responsibility for a non-profit 501(c)(3) organization located in the Greater Philadelphia Region. AFP-GPC offers partial scholarships to defray the cost of the tuition depending largely on the size of your organization's annual budget. You or your employer will need to pay the remaining fees. The deadline to submit an application for a scholarship is **January 14, 2011**, so please be sure to visit the web site today for more details.

AFP-GPC offers scholarships throughout the year for those who need financial assistance to attend AFP seminars, courses, or workshops. Scholarships are a great way to leverage your organization's limited

resources and are generally available for events with a registration fee greater than \$100. You do not need to be a member to qualify for an educational scholarship, although members may receive a higher scholarship benefit. For questions or to receive a 2010 chapter scholarship application form, e-mail the chapter office at chapter@afpgpc.org or visit our website at www.afpgpc.org.

Franklin Forum 2011

Date: Friday, April 8, 2011

Time: 8:30 AM - 5:00 PM

Location: ACE Conference Center - Lafayette Hill, PA - www.aceconferencecenter.com

A significant part of our economic engine in the Philadelphia region is the fundraising segment of the business world. To compete in today's environment, nonprofit organizations need highly educated and skilled fundraisers. The Franklin Forum is an excellent value for the professional fundraiser, providing cutting edge information from experts in the field. This event is also a great networking opportunity for all professional fundraisers.

Featured Tracks include:

- Advanced Professionals
- Managing the Small Shop
- Transformational Giving
- Get Connected, Stay Connected
- Messaging, Branding, & Communication

Please look for more information on the complete session lineup and registration in late January 2011.

Thank you Franklin Forum 2011 Sponsors!

Platinum Sponsor

Schultz & Williams, Inc.

Gold Technology Sponsor

DonorPerfect

Supporter

eTapestry, a Blackbaud Solution

In-Kind Sponsors

DFR Print/Mail Solutions LLC
Gershwin Domm Graphic Design
Movad

National Philanthropy Day

One of the greatest ways to honor our area's philanthropists is by participating in National Philanthropy Day. **Have you sent in your National Philanthropy Day Ballot?** Nominations recognizing the outstanding philanthropic achievement by individuals and organizations in the region will be accepted beginning February 2011 for the following categories: Fundraising Volunteer; Fundraising Executive; Individual Philanthropist; New Generation Philanthropist; Outstanding Corporation; Outstanding Foundation; Youth in Philanthropy; Legacy Award, and Lifetime Achievement. **Complete nominations are due to the chapter office by March 18, 2011.** Download your ballot online at www.afpgpc.org beginning February 2011.

It is not too early to begin thinking about honoring one of your own volunteers or donors at the luncheon as a **Distinguished Honoree**. The event provides an excellent opportunity for your organization to shine the spotlight on outstanding individuals or organizations that support you. Distinguished Honorees' benefits include your logo and the honoree's bio and photo in the NPD program journal, a commemorative photograph of everyone seated at the table, and more.

National Philanthropy Day will be celebrated on November 9, 2011 at the Philadelphia Loews Hotel. Look for your invitation in September. For information about branding your company or organization in association with National Philanthropy Day or honoring one of your own, please contact Susan Mostek at (610) 933-3013 ext. 31 or smostek@ccls.org.

Join AFP-GPC on LinkedIn

Are you on LinkedIn? If you are, join up with AFP-GPC. Simply search "Association of Fundraising Professionals (AFP) – Greater Philadelphia Chapter." This is an open group, so feel free to encourage anyone interested in fundraising in the Delaware Valley to join. This is a great opportunity to connect and reconnect with other fundraisers in the area and new colleagues. We hope you will take advantage of this resource and begin networking with like-minded peers.

Every Member Campaign

The Every Member Campaign supports the AFP Foundation for Philanthropy. As the name suggests, the goal is to have every member of AFP support the Foundation through a charitable donation. The AFP Foundation for Philanthropy strives to enhance philanthropy and volunteerism through programs of education, research, and service that will benefit all those who lead, serve, and support non-profit institutions. The goal of the AFP Foundation is to generate the resources to fund AFP strategic initiatives that advance ethical and effective fundraising.

The Alpha Society provides an easy way to support the AFP Foundation on a monthly basis. You can arrange for monthly gifts to be automatically deducted from your bank account or credit card. This allows you to spread your gift throughout the year, make a larger total gift than you might otherwise with a one-time donation, and support the work of AFP on an ongoing basis. For more information on joining the Alpha Society, visit this link: <http://www.afpnet.org/files/ContentDocuments/2010AlphaSocietyPledgeForm.pdf> or call the foundation directly at (800) 666-3863.

Now Seeking Volunteers

Call for NPD Volunteers

Volunteering for the National Philanthropy Day celebration is not only fun, but also a great way to become involved with our chapter. The NPD committee is looking for volunteers to assist with ad/table sales, sponsorships, distinguished honoree recognition, and program planning. For more information contact Susan Mostek at (610) 933-3013 ext. 31 or smostek@ccls.org.

AFP-GPC Program Committee Invites Your Participation

The program committee is charged with providing leading-edge professional development and educational programming for fundraisers of all experience and skill levels. If you are interested in helping shape our offerings, we invite you to join the program committee, which meets on a monthly basis. Volunteers are always welcome!

Please indicate your interest in learning more by emailing Regina Donovan at (215) 926-2138 or regina.donovan@temple.edu. Be sure to include your contact information and a committee member will get back to you to discuss volunteer opportunities and answer any questions.

AFP-GPC Membership Committee Needs Your Help

The membership committee is accepting new volunteers. The committee is charged with developing and implementing plans to encourage membership and enhance the experience of current members through networking events and other incentive programs. The committee meets monthly. Please contact Craig Waltman at (610) 795-6363 or cwaltman@haverford.edu to learn more.

Members on the Move

AFP-GPC President, **Jaime Howard** is now the Director of Facilities and Capital Projects at The Children's Hospital of Philadelphia Foundation, 34th Street & Civic Center Boulevard, Philadelphia, PA 19104. Her new telephone number is (267) 426-6565.

Matthew Hugg, who serves as the AFP-GPC Board Secretary, has moved his company, FundRaising Talent. The new address is 807 E. Hancock St., Lansdale, PA 19446.

AFP-GPC Board Member and Program Committee Chair, **Regina Donovan** is now the Assistant Vice President of Development at Temple University, Institutional Advancement, 1852 N. 10th Street, Philadelphia, PA 19122. Her new telephone number is (215) 926-2138.

Nicholas Voight is now the Associate Director for the Annual Fund at Cabrini College, 610 King of Prussia Rd, Radnor, PA 19087. His new telephone number is (610) 902-8257.

Sherri Wilcauskas, MA, CFRE, has been hired as the Director of Institutional Grants for the Children's Literacy Initiative, 2314 Market Street, Philadelphia, PA 19103. Her new telephone number is (215) 266-0278.

Directory Additions & Changes

Lori R. Bullen

Director of Alumni Relations and Advancement Events
Woodlynde School, 445 Upper Gulph Road, Strafford, PA 19087
Phone: (610) 293-6756

Sandra Lovascio

Director of Development
Society of the Holy Child Jesus, 1341 Montgomery Avenue, Bryn Mawr, PA 19010
Phone: (610) 626-1400

Please note that **Katherine Hahn Falk**, Senior Director of Development and Volunteers for Chandler Hall, is a CFRE.

Condolences

Long-time AFP-GPC member and former NPD co-chair and committee member **Joe Dubee** has passed away. Joe was an engaged advocate for the chapter and fundraising profession, as well as a dedicated volunteer, beloved friend, and mentor to many. In 1994, he joined the Union League of Philadelphia as the director of the Youth Work and Scholarship Foundations, retiring as foundations director in 2007. Donations may be made to The Scholarship Foundation, c/o Union League of Philadelphia. View the obituary and photo at: http://www.philly.com/philly/obituaries/20101222_Joseph_Dubee_worked_with_youth.html

News from Other Organizations

The AFP-Brandywine Chapter is hosting the CFRE Review Course on Thursday, January 27 and Friday, January 28, 2011, 8:00 AM - 5:00 PM both days. Continental breakfast and lunch will be provided. The course will be held at the Community Services Building, 100 W 10th Street, Room 105, Wilmington, DE 19801. Cost: \$390 AFP members; \$490 non-members. Learn more or register online at www.afpbrandywine.afpnet.org.

Upcoming AFP-GPC Meetings & Events

To register go to www.afpgpc.org

Thursday, January 13 Take Advantage of Your Membership - Conference Call

9:00 - 9:30 AM - Wherever You Are! Register online to receive call-in details via email.

Friday, January 14 Networking Breakfast

New Jersey Affinity Group

Time: 8:00 AM: Registration & Breakfast; 8:30 - 10:00 AM: Networking

Location: Devereux New Jersey, 286 Mantua Grove Road, Building #4, West Deptford, NJ 08066

Cost: \$10 AFP-GPC Members; \$20 Non-members

Wednesday, January 19 - Half-Day Seminar A Systems-Wide Approach to Fundraising

Time: 12:00 PM - Registration & Deli Style Lunch; 1:00 - 4:30 PM - Program

Location: Loews Philadelphia Hotel, 1200 Market Street, Philadelphia, PA 19107

Cost: \$75 AFP Members; \$100 Non-members

Wednesday, January 19 Networking Night!

Time: 5:00 - 7:00 PM

Location: SoleFood Restaurant, Loews Philadelphia Hotel, 1200 Market Street, Philadelphia, PA 19107

Cost: \$10 AFP-GPC Member, \$20 Non-Member

(Registrants of the 1/19 Half-Day Seminar may come at half price)

Friday, February 11 Networking Breakfast

Diversity & Outreach Affinity Group

Time: 8:00 AM: Registration & Breakfast; 8:30 - 10:00 AM: Networking

Location: Independence Blue Cross, Room 23-B, 1901 Market Street, Philadelphia, PA 19103

Cost: \$10 AFP-GPC Members; \$20 Non-members

Thursday, February 17, 2011 - Half Day Seminar

Guaranteed Simple Steps to Raise Planned Gifts

Time: 12:00 PM - Registration & Deli Style Lunch; 1:00 - 4:30 PM - Program

Location: The Devereux Foundation, The Ronald P. Burd Conference Center, 444 Devereux Drive, Villanova, PA 19085

Cost: \$75 AFP Members, \$100 Non-members

Tuesday, March 8 & Tuesday, March 15, 2011 Fundamentals of Fundraising

Time: 8:30 AM - Registration; 9:00 AM - 5:00 PM - Program. Continental breakfast and lunch will be included both days.

Location: Elwyn - Cramp Administrative Building, Room 317 - 111 Elwyn Road - Media, PA 19063

Cost: \$390 AFP Members; \$490 Non-members.

Limited scholarships are available.

Friday, March 11, 2011 Networking Breakfast

Time: 8:00 AM: Registration & Breakfast; 8:30 - 10:00 AM: Networking

Location: The Haverford School, Palmer House, 450 Lancaster Avenue, Haverford, PA 19041

Cost: \$10 AFP-GPC Members; \$20 Non-members

Save the Date...

Friday, April 8, 2011 Franklin Forum

Time: 8:30 AM - 5:00 PM

Location: ACE Conference Center, Lafayette Hill

Cost: \$195 AFP-GPC Members; \$245 Non-members

Wednesday, November 9, 2011 National Philanthropy Day

Location: Loews Philadelphia Hotel

**FundLine eNewsletter – Another AFP-GPC
Membership Benefit**

FundLine & Annual Report Committee: Susan W. Arnold – Lutheran Social Ministries of New Jersey; Stephanie Cory, CAP, CFRE – The Arc of Chester County; Jaime L. Howard – The Children’s Hospital of Philadelphia Foundation; Rachel L. Martz – Pennsylvania SPCA; Molly McAndrew – Episcopal Community Services; and Christina L. Richter – Dunleavy & Associates.

Staff: Christine Boylan, CAE
Boylan+Associates, LLC

Association of Fundraising Professionals –
Greater Philadelphia Chapter
4520 City Avenue, Suite 301
Philadelphia, PA 19131
T: (215) 473-2261
F: (215) 477-1109
E: chapter@afpgpc.org
W: www.afpgpc.org

*Educating Fundraising Professionals
Since 1968*