



Ten Star AFP Chapter
Greater Philadelphia Chapter

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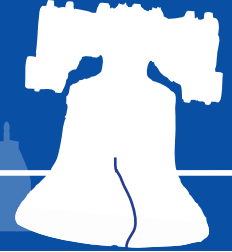
Kortnay Woods, MS, CFRE, Director of Grant Development, Montgomery County Community College

Charles Wright, III, Vice President, Institutional Advancement, Peirce College

Jo-Ann Zoll, President, Zoll, LLC

FUNDLINE

FALL 2011



The official newsletter of the Greater Philadelphia Chapter of the Association of Fundraising Professionals

Volume 4, Issue 4 | AFP-GPC members receive this eNewsletter quarterly. To view online, go to www.afpgpc.org

Spotlighting

Patrick J. Feeley, MBA, CFRE
Associate Vice President,
Individual & Principal Giving
The Children's Hospital of
Philadelphia

AFP 'Every Member' Campaign: Why I Give Back

After graduating from Millersville University in 1993, Paula Banzahf, a university administrator, encouraged Pat to volunteer for the Hugh O'Brian Youth Leadership Seminar. This is where Pat Feeley met Jackie Summers, then president of Junior Achievement of South Central Pennsylvania. Pat applied for a position as a Program Manager and, as Pat says, "with a lot of enthusiasm and no experience, I applied for the position and was hired – Jackie clearly took a big chance on me." The chance paid off.

In addition to recruiting and training volunteers to teach business, economics and free enterprise to K-12 students, Pat was responsible for raising contributions from businesses and civic groups to sponsor Junior Achievement classes. Pat credit's Jackie's guidance in helping him learn the

ropes of mail requests, phone calls and presentations. He says she helped him endure the rejections and celebrate the successes with a "money dance" after securing a new sponsor.

After working with Junior Achievement for a number of years, Pat met Linda Lysakowski, who encouraged Pat to join AFP. Pat recalls that "back then, I simply saw myself as having a career with Junior Achievement." Linda saw him as a young professional just getting started in his fundraising career.

Pat says his membership in AFP reinforces his commitment to ethical fundraising, demonstrates his focus on fundraising as a career, underlies his passion for philanthropy and connects him to a vast network of fundraisers that share a common purpose. Personally, Pat finds his membership person-

ally fulfilling and says that he is "blessed with many friendships here locally and throughout the world as a result of his participation in AFP."

When asked why he felt it was important to give back, Pat recalled the advice and guidance from people like Paula Banzahf, Jackie Summers and Linda Lysakowski. Pat says he cannot imagine where he would be today without these mentors. "Now it is my turn to give back."

Funds from the Every Member Campaign support a variety of initiatives, including scholarships, program development, chapter awards, diversity programs and ethics education to name a few. For information on how you can support the Every Member Campaign, contact Gloria M. Pugliese, CFRE at 215-951-1882 or pugliese@lasalle.edu.

PRESIDENT'S MESSAGE

The autumn season has begun, and so have the to-do lists. As soon as October rolls around

and the cooler weather arrives, I always find myself starting one project and being pulled away for another



Jaime L. Howard

– events, mailings, strategic plans, meetings, emails, donor reports, and the list goes on. I am sure this sounds familiar to you too!

In addition to wondering how it is fall already, I think often about how privileged we are to be even a small part of the amazing organizations we serve and to work together with professionals who give as much of themselves, if not more, as they ask of others.

I hope each of you has an opportunity to step back from the season's chaos to recognize the wonderful work of your organizations and the vital role you play. It is essential not to get lost in checking off our to-do list but to continue to strengthen, support, and cherish the spirit of philanthropy that surrounds us

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PRESIDENT'S MESSAGE

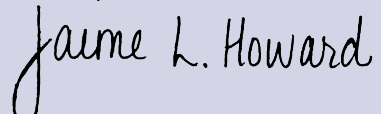
from page 1

every day.

With the days growing shorter and leaves changing colors, I write to say thank you! Thank you for your energy, enthusiasm, professionalism, and generous spirit. Development professionals are some of the most charitable people I know, and I am privileged to be part of the profession and your colleague.

Best wishes for a wonderful fall and holiday season, and I look forward to seeing you at an upcoming AFP-GPC committee meeting or event.

Sincerely,



Jaime L. Howard

P.S. Many thanks to the hardworking FundLine Committee and its new chair, Eddie Byrd, for patiently waiting for my contribution to this issue and extending the deadline ... multiple times.



Get Involved with Franklin Forum!

Want to get more out of your membership in AFP-GPC? Then get involved in planning the Franklin Forum.

The Franklin Forum is our region's most comprehensive all-day educational conference for development professionals. Volunteers have excellent opportunities to network, learn, share your expertise, and provide valuable service.

Here are some opportunities to get involved:

Program Committee. Volunteers on the program committee identify topics and recruit speakers for nearly 20 educational sessions offered at the Franklin Forum to participants of various levels of experience. The right programs and the best speakers keep attendees coming back to the Franklin Forum year after year for quality content. Be part of making the 2012 program the best it has ever been. Members of this committee will meet in person and via conference call several times throughout the fall to complete our work. Contact Program Committee Chair Kathy Beveridge (Kathy@SparkNPC.com).

Sponsorship Committee. Volunteers on the sponsorship committee identify sources of corporate support for the event that offset event expenses, making the Franklin Forum more affordable for all attendees. They also recruit vendors to populate the vendor area, bringing an additional revenue stream to the Franklin Forum and making it possible for attendees to learn what new services and technologies are available in the marketplace. Members of this committee meet as needed,

beginning in early November to set Sponsorship levels and benefits and to identify prospects. Historical data is supplied for committee members to strategically solicit Sponsors and Vendors. Contact Sponsorship Committee Chairs Mark Dubowe (mdubowe@pil.net) and Pam Costanzi (pcostanzi@thehickman.org).



As the Summer 2011 FundLine notes, this year's Franklin Forum was a smash. The 2012 version may be even better.

Tell Us What You Want from Franklin Forum 2012

The Franklin Forum is the Greater Philadelphia region's most comprehensive all-day educational conference for development professionals. It provides an opportunity to meet the training and professional development needs of hundreds of fundraising professionals in our region every year.

We intend to make the most of this opportunity! That's why we need to hear from you. Please take a brief (only five questions!) survey to tell us what your professional development challenges are and what kind of training would be helpful to you. Your feedback will help us shape the offerings of this year's Franklin Forum.

Click here to take the survey:

www.surveymonkey.com/s/QNCNPSG.

Thank you!

Communications/Marketing Coordinator. This key volunteer will help develop print and online marketing materials for the Franklin Forum, as well as the comprehensive program brochure that is mailed out to AFP-GPC members each year. Contact Kathy Beveridge, Program Committee Chair (Kathy@SparkNPC.com).

Track Hosts: Volunteer track hosts carry out their service on the day of the Franklin Forum – keeping sessions running on time, introducing speakers, and smoothing out the rough edges of each session so that everyone can get what they need out of the day. Contact Kathy Beveridge, Program Committee Chair (Kathy@SparkNPC.com).

Noteworthy

Reporters wanted!

The FundLine & Annual Report Committee needs your help. Do you miss being a reporter for your high school or college newspaper? Relive those days by researching and writing fun, informative articles for FundLine. To learn more, contact Eddie Byrd at (214) 951-0300 ext. 3950 or eddie@rhd.org.

Mentoring committee

Interested in joining one of the most successful and long standing programs in the AFP-GPC? Consider joining the Mentoring Committee to help shape and organize this important program for our members. We are looking to build on the strength of the program as well as working to take it in new directions. If interested, please contact Joe Cuzzo, Director of Philanthropy, Mercy Neighborhood Ministries of Philadelphia, 215-227-4393, ext. 205 or jcuzzo@mercyneighbors.org.

Rosen on reading list

CFRE International released an updated CFRE Resource Reading List this summer. Included on this list of helpful resources for those planning to sit for the CFRE exam is AFP-GPC member Michael Rosen's book, *Donor-Centered Planned Gift Marketing*. Select titles from this list are available from AFP-GPC's resource library. To learn more about the resource library, contact the [chapter office](#).

Opportunity Knocks Hosts First Philadelphia Career Conference

Are you currently a job seeker, or looking to advance your nonprofit career? If so, please join Opportunity Knocks and other nonprofit professionals for a full-day of workshops and career advancement consultants eager to help you find the right path towards your perfect job.

Opportunity Knocks is a national online site dedicated to assisting nonprofit job seekers and those looking to enrich their career prospects. Opportunity Knocks hosts job listings, webinars and reports, designed to improve job search skills and provide their visitors with the most up-to-date tools for developing or changing their careers. In addition to providing resources for employees, Opportunity Knocks has tools for employers looking to expand their expertise in hiring, recruitment, training and other personnel areas.

As part of their mission, Opportunity Knocks hosts career conferences around the country, and decided that this fall they would bring their expertise to Philadelphia. The conference is being held on Tuesday, November 15, 2011, at the African American Museum in Center City, near Independence Hall and Philly's other popular historical sites.

For the conference, Opportunity Knocks is seeking consultants who would be willing to volunteer their expertise to help those in attendance modify and improve their resumes, cover letters and career paths. If you are interested, please email Lori Ray at lorilarray@gmail.com.

To register, or to see how you can apply for a scholarship to attend the Career Conference, please visit: Philadelphia Career Conference.

From AFP

Call for International Committee Members

Did you know that you can serve on a committee with AFP International? Consider taking advantage of the opportunity to get involved beyond your local chapter, and learn from the wealth of expertise offered from fundraising professionals around the globe. Local AFP member Pat Feeley, chair on the International Development committee, sought this experience as a way to advance the field for future fundraisers. He recommends getting involved to any dedicated fundraiser.

There are a variety of committees that focus on different aspects of the field, like government relations, member services and education and training. For more information, or to submit your interest, please visit the following link: www.afp.org.

AFP Launches Online Speaker Database

The AFP Online Speaker Database is currently accepting speakers! If you would like to create a listing in the Speaker Database, please contact MultiView at (972) 402-7000, or e-mail afp@multiview.com. Users may search for speakers based on hot topics, regions, credentials, etc. Once listed as a speaker, you can be contacted by users seeking a speaker matching your criteria for their event. Members of the Association of Fundraising Professionals (AFP) have access to the AFP Online Speaker Database on a daily basis, but the directory isn't limited to association members. Other CEOs, executive directors, vice presidents, managers and consultants use the directory as well. AFP members who are speakers will receive the basic listing for free, with an option to upgrade for a nominal fee. So, what are you waiting for?



Career Corner

Do you know ‘right’ people, right now?

How many people do you know? Here’s your assignment tonight or this weekend. Take about 20 to 30 minutes writing down everyone you know. Everyone. Friends, family, people at work and the folks at the gym. First and last names are best, but one or the other is sufficient. But these have to be people that if you were to walk down the street, you could say “hi” to and know their name. Guess how many that would be.

From what I read, the number will be around 150 – apparently it’s a human brain thing. That’s about as many friends and acquaintances that most people have.

Why is this important in your career?

Because these are the resources that you’ll draw upon when you need to make a move. Are these the “right” people? How do you define “right?” Some will be, and some won’t be, and I’m not suggesting that you purge your list of useless contacts (I can hear a lot of sighs of relief out there.). No, but I do want you to start to see where the gaps are – now, not when you’re in a panic and need something to happen right away.

Have a good time with this.

Matt Hugg, fundraiser, writer, teacher, executive search consultant and author of the popular blog and newsletters “Career Action Steps” and “Compelling Copy” is president of FundraisingTalent™, found on the web at www.FundraisingTalent.com.

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Career Action Steps

by Matt Hugg,
FundraisingTalent



New Member Spotlight

Being relatively new to the grant writing profession, **Brittany Samoylov** was looking for ways to broaden her knowledge about the field of development and Philadelphia's nonprofit and philanthropic landscape, and AFP seemed like a great place to start. Brittany told us



Brittany Samoylov
Grant Writer, Free Library Foundation

“The networking and professional development opportunities offered by AFP are beneficial for people at any stage in their fundraising careers, and I’m really looking forward to meeting counterparts and mentors from other organizations across greater Philadelphia.”

While almost everyone has heard of the Free Library (www.freelibrary.org), very few people know about its fundraising arm, the **Free Library Foundation**. The Foundation’s staff raise resources for an extensive array of Library initiatives, from computer “hot spots” at community organizations to the Regional Foundation Center, which many AFP members may have used. The Foundation itself also operates beloved programs and events, including Author Events, the Book Festival, and One Book, One Philadelphia.

Bryan Carter is the newly appointed President and CEO of **Gesu School**, located in North Philadelphia. As president, driving the awareness of Gesu and asking people to invest in the children and school are two of his key responsibilities. An advocate of continuous



Bryan Carter
President and CEO, Gesu School

learning and improvement, Bryan views AFP-GPC as a vehicle to gain knowledge and share best practices related to effective fundraising.

Gesu School (www.gesuschool.org), is an independent Catholic elementary school

educating 450 children in pre-K through 8th grade. Inspired by the Jesuit and IHM traditions of social justice, faith, hope and love, Gesu School strives, without selective admissions, to empower North Philadelphia’s children to break the cycle of poverty and violence. In a neighborhood where only 34% of adults hold high school diplomas, more than 90% of Gesu alumni graduate from high school on time, and many go on to college.

Let’s meet the Newbies

Meredith Betz, G. M.
Betz Associates

Renee Bridges

Bryan Carter, Gesu School

Angela Connor, Philadelphia’s Children First Fund

Nadina Deigh, University of Pennsylvania

Roberta Deustachio, Ambassadors for Philanthropy

Linda Durant, Widener University

Cristin Farney, Devereux New Jersey

Anthony Ferrandino

Bethany Flood, Sunday Breakfast Rescue Mission

William Gross, Carson Valley Children’s Aid

Jean Holmes, Bucks County Community College Foundation

Yvonne Jones Lembo, The Lutheran Theological Seminary

Lauren Medici, Springpoint Foundation

Robert Meyer, JEVS Human Services

Timothy Mulligan, Communities In Schools of the Lehigh Valley

Carol Nelson, Lodestar Research

Michael Norton, Malvern Retreat House

Wanda Ivette Novales, Pan American Academy Charter School

Frederick Joseph Ritter

Brittany Samoylov, Free Library of Philadelphia Foundation

Megan Sneeringer, Montgomery County Community College Foundation

Tiffanie Stanard, Prestige Concepts, LLC

Doreen Storey, United Way of Southeast Delaware County

John Wilwol Sr., CFS, The School of Church Farm

Members on the Move

David Merrick is the new chief advancement officer at Liberty Lutheran in Amber.

Richard Quinn is a principal in the firm Quinn Consulting Associates in Wayne.

John Wilwol, Sr. is the new director of development at CFS, The School of Church Farm in Exton.

Chapter Web Job Bank

The chapter posts a printable PDF of fundraising positions twice a month on their website. In the last two months, the chapter has advertised 30 fundraising jobs in the Greater Philadelphia area! As a member benefit, chapter members receive an email on the 1st and 15th of each month alerting them to new postings with a direct link.

Organizations may advertise for a fundraising executive by emailing the chapter with the job description. We cannot accept "blind" ads. A 75 word (or less words) job posting will cost \$70; a job posting of 76 to 200 words will cost \$95. Job postings over 200 words will be charged \$135 but no job posting may exceed 300 words.

Freelancers and consultants as well as individuals and organizations with a product or service to sell to fundraisers or organizations may also post a service description ad in this website area. There is a three-month fee of \$50 for a Professional Services ad not to exceed 150 words. A six-month fee is \$75 and a year fee is \$125.

Click [here](#) to obtain full information about the AFP-GPC Web Job Bank.

Upcoming Events

Upcoming AFP-GPC Meetings & Events
To register, go to www.afpgpc.org

Wednesday, October 26, 2011

Planned Giving Day

Time: 8:30 AM - 5:00 PM

Location: The Union League, 140 South Broad Street, Philadelphia, PA 19102

Planned Giving Day is a program OF the Partnership for Philanthropic Planning of Greater Philadelphia.

To register go to www.pppgpc.org

Friday, December 2, 2011

Annual Meeting and Town Hall with AFP President & CEO, Andrew Watt

Time: 8:15 AM - Registration & Continental

Breakfast; 8:45 - 11:00 AM – Program

Location: The Union League, 140 South Broad Street, Philadelphia, PA 19102

Take Advantage of Your Chapter's Non-Profit Event Listings

What do Indian Creek Foundation, Academy of Notre Dame de Namur, and The Chamber Orchestra of Philadelphia have in common?

They all have posted their fundraising events on the chapter website!

This new FREE service will help you raise awareness for your organization's events as well as reduce event conflicts. Submit your event to AFP-GPC's new feature: Non-Profit Event Listing. On the chapter website you will find these listings under "Resources." Please complete [this form](#) and email it as a Word document to chapter@afpgpc.org.

Because we post events monthly on the 15th of the month, please send your information well in advance. All events will be posted by date. If you have a question, please contact the chapter office at (215) 473-2261.

FundLine & Annual Report Committee

Susan Arnold, Drexel University

Christine Boylan, AFP-GPC Chapter Office

Eddie Byrd, Resources for Human Development

Stephanie Cory, The Arc of Chester County

Michele DiVeterano, City of Hope

Ellen Mansfield, The Center for Autism

Lori Ray, Gift of Life Donor Program

Contact AFP-Greater Philadelphia Chapter

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