

September 7
Chapter Meeting
**
Donor Relations
and Ethics

Nov. 14,
2001
National
Philanthropy
Day

March 1 & 2,
2002
Professional
Development
Conference
(formerly
Fundraising Day)

October 5
Chapter Meeting
**
Hello, Hello from
Kate Sessions &
Alonzo Horton

San Diego Philanthropy

Association of Fundraising Professionals San Diego Chapter Summer Issue, 2001

President's Message

In order to answer the many questions new and potential members have about AFP, the Chapter has initiated a new program. Our "Chapter Orientation" session has been a great success, not only for those interested in joining the Association of Fundraising Professionals (AFP) but for new and longtime members as well.

I have been fortunate, along with Cheryl Lane, Membership Chair, to host these informal discussions. The sessions have grown in number to becoming standing room only, indicating the increasing popularity of this added benefit. I mention this for a number of reasons.

I discovered that many of us in the Chapter make an assumption that the membership has an understanding of the benefits and of the organizational structure of AFP. Our members are an integral part of a growing international group of professionals whose mission is to educate, inform and provide an ethical standard by which we conduct business with our organizations and our donors. An understanding of this begins at the chapter level and is an important factor to understand.

There are many benefits to membership and often they go unnoticed. From professional development, networking, education, and the resource center to influencing public policy, AFP continues to add to its list of value-laden opportunities for members.

Orientation has given us an opportunity to make new and potential members feel welcomed into this chapter. I cannot tell you how great it has been to meet those that are new to the chapter and hopefully make them feel a part of this organization. Their enthusiasm is truly exciting and I look forward their participation in AFP.

I encourage all members, new and old alike, to seek out each other at our programs. The key to our growth and impact is our willingness to con-

tinue sharing and mentoring.

I also make it a point to stress the ethical standards that we agreed to upon joining AFP. These standards are the basis of our profession and it behooves all of us to constantly revisit and question all of our fundraising activities to ensure that they meet the ethical criteria we have set. We are constantly faced with decisions regarding our fundraising practices and it is critical that we act according to the principles that we adhere to. When in doubt, ask.

It is my belief that the chapter must strive to be attuned to its members needs. Hopefully, the "Chapter Orientation" session is one way we can accommodate our members.

Finally, I have discovered two new things about AFP that I was unaware of until I began leading these discussions. If you want to find out what they are, you will have to attend one of "Chapter Orientation" sessions where I will be glad to share with you another benefit of AFP membership. I encourage new and old members alike to join us just prior to our monthly programs and meet our new members.

Again, welcome to those who have recently joined AFP; I look forward to your participation.

Dennis P. Smith, Ph.D.
President- AFP-SD
Exec. Director
San Diego Council
on Literacy



AFP San Diego 2001 Board Members

Executive Committee:

President, Dennis Smith, Ph.D., CFRE
dsmith@literacysandiego.org

Secretary, TJ Rep, Roderick Reinhart, CFRE
reinhart@alford.com

Treasurer, Elizabeth Morgante, CFRE
beth.morgante@sharp.com

VP Education, Pamela Barnett
pbarnett@bloodbank.org

VP Community Affairs, Jean Larsen
jlarsen@chsd.org

VP Membership, Chip Brown
zzbdad@aol.com

Directors:

Ethics, James Brozo, CFRE, CSPG
jim.brozo@sharp.com

Every Member Campaign, Marni Hayman
marni.hayman@lampsplayers.org

FundRaising Day 2002, Co-Chairs:
Donna Johnson, CFRE, CSPG
dbj0109@aol.com

Jeanne Hunsaker
jeanne.hunsaker@sharp.com

Membership Chair, Cheryl Lane
clane@sdhospice.org

Mentorship: Jane Walstrom, CFRE
heidoos@home.com

National Philanthropy Day Chair
Roderick Reinhart, CFRE
reinhart@alford.com

Newsletter, Sue Carter
sue.carter@sharp.com

Nominating, Past President, Blair Blum
bblum@sdhospice.org

Outreach/Diversity, Edith Glassey
eglassey@nu.edu

TJ Representatives:
Carmen Garcia Montano
centrodehumanidades@hotmail.com

Alma Delia Abrego
almade25@hotmail.com

Ex-Officio, National Board:

Sharon LeeMaster, CFRE
sleemaster@alford.com

Colette Murray, JD, CFRE
colette@paschalmurray.com



National Philanthropy Day 2001

Join us to Honor Community Donors

Save the Date: November 14, 2001

National Philanthropy Day is a special day to recognize the individuals and organizations whose contributions to philanthropy enrich the San Diego community. To celebrate, the San Diego Chapter of AFP will host its annual awards luncheon on **Wednesday, November 14th, at the Sheraton Harbor Island**. Phoebe Chongchua, Community Affairs Specialist for San Diego's 10 / KGTV, will be the Mistress of Ceremonies. The event will pay tribute to numerous honorees who set an example of philanthropy throughout our community. The celebration exemplifies giving, sharing, and supporting the efforts that enrich our quality of life. Philanthropy Day is a wonderful opportunity

to recognize individuals, board members, volunteers, donors, and special employees who have played a key role in supporting non-profit organizations and their philanthropic efforts. Through National Philanthropy Day, participants are able to show appreciation for all that has been accomplished in the name of giving, as well as show that there is still much more to accomplish. It is a chance to step into the spotlight for a brief moment and remind San Diegans that the spirit of giving is alive and well.

For more information or to purchase tickets, please see our web site at www.afpsd.org. Mark your calendar for this meaningful event!

Roderick Reinhart, CFRE
The Alford Group

Getting to Know You . . .

The San Diego AFP Chapter welcomes all new and prospective members to attend an orientation meeting designed just for them. The orientations take place before regular monthly meetings and begin at 10:30 a.m. Membership Chair Cheryl Lane explains, "The orientation is a great opportunity because it gives a general overview of the international and local levels of the organization. Attendees gain an understanding of AFP member benefits and have a chance to network with a mix of new and experienced members".

From those that attended the most recent orientation, they gave it a very positive rating. Many expressed appreciation for the better understanding of AFP and joined the chapter. If you are thinking about joining AFP or just want to find out more about the organization, attend one of these helpful orientations! Sessions are available before the August 3 and September 7 meetings. The August 3rd orientation time has been changed to 11:15 due to our special event.

Cheryl Lane
San Diego Hospice

San Diego Philanthropy

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1644 Linbrook Dr., San Diego, CA 92111

Are you using
your AFP
membership
benefits?

- AFP News & Professional Postings
- Member Profiles
- website: afpnet.org

- AFP Fundraising Resource Center
- Research Pgms.
- Bookworks

- CFRE Programs
- AFP Audio Conferences
- AFP Library





AFP, SAN DIEGO CHAPTER PRESENTS
A PROFESSIONAL DEVELOPMENT CONFERENCE
SPRING TRAINING, 2002

The Spring Training 2002 planning committee is outlining an exciting 1 2 day conference that will be held in March 2002. Start making plans to attend! Outstanding speakers will present workshops on cultivating new donors, developing strong boards, "asking for the order", marketing, planned giving, grant writing, special events, use of technology, etc. This year we also will offer roundtable discussions led by advanced fundraising professionals. As speakers are con-

firmed, we will send out special advisories. The Conference (formerly referred to as Fundraising Day) will be held at the Handlery Hotel. Last year's conference was sold out. We expect the same enthusiastic response and attendance this year. If you would like to volunteer the day of the event, please contact Diane Prock at 858-277-9076. Make your plans NOW!

Donna Johnson, CFRE, CSPG
DBJ & Co.

Jeanne Hunsaker, Sharp HealthCare Fdn.

Gifts to Foundation Benefit AFP Members

As a professional fundraiser, you probably know why annual campaigns are important to a non-profit organization. However, you may not know how AFP Foundation funds benefit members of the San Diego Chapter.

Our Every Member Campaign supports initiatives that help our members gain access to educational programs, fund new and improved research, and influence opinions on fundraising and philanthropy.

Additionally, the funds help in creating primary and educational programs such as the First Course, Survey Course, the Exec. Leadership Institute and the Exec. Management Institute

The AFP Fundraising Resource center, the AFP Diversity program, and the AFP Research Program are all supported by Foundation grants.

Members, look for your pledge card in the mail and join us in the important Annual Campaign.

To date, San Diego Chapter members have contributed \$4,628 to the Foundation, just \$3,772 short of our Chapter Goal.

Steward's Club:

Sharon LeeMaster, CFRE

Sterling Medalist:

Colette Murray, J.D.

Silver Medalists:

Jeanne L. Hunsaker
Donna B. Johnson, CFRE
William R. Lewis, CFRE
Alexandra C.E. Pearson, CFRE
Roderick L. Reinhart, CFRE
Jane Walstrom, CFRE
Dennis P. Smith, Ph.D.

Bronze Medalists:

Janie Anderson, CFRE
Pamela Barnett
James Brozo, CFRE
Carlos H. Garcia
Perette K. Godwin
Elizabeth W. Morgante, CFRE
Luisa Novoa Ramirez
Max Schetter

Marni Hayman
National Wildlife Federation

**Expert's Corner - Top 10
Success Tips for
New Development
Professionals**

10. Research organizations that interest you. Get involved as a volunteer.
9. Network at AFP and other professional meetings.
8. Read non-profit and fundraising publications to stay on top of trends and concerns.
7. Pursue continuing education opportunities through the AFP International Conference, local AFP meetings and community workshops, and certificate programs.
6. Consider obtaining a CFRE (Certified Fund Raising Executive). Keep a record of continuing education, community involvement, and professional achievements. Your application will be easier to complete.
5. Not sure if fundraising is for you? Meet with other development professionals to determine skills and background needed, typical responsibilities, salary ranges, and other information about the field.
4. Keep computer skills up to date.
3. Connect with a mentor in AFP's Mentoring Program.
2. Know your strengths and weaknesses. Ask for feedback from supervisors and co-workers to determine where you can improve.
1. Many of the most successful fundraisers are also the happiest. Join an organization whose cause you are passionate about and whose values match yours.

Sue Carter
Sharp HealthCare Foundation



Use your local membership benefits today!

•Networking Opportunities
•Monthly Meetings
•Online Directory

•Discounted Member Fees at Educational Pgms.
•Mentoring Program

•Scholarship Opportunities
•San Diego Philanthropy Newsletter



How many of us have heard statements like these:

- "I need money for my program. Do you have any?"
- "Asking for money is so-o-o uncomfortable!"
- "I couldn't do what you do."

I bump into these statements throughout the office. They come from people who do the good work of our organization. Yet with all their skills, experience, and sensitivity, so few are comfortable with talking to our clients about gifts to support their own organization.

Money seems so demeaning. Money cheapens the value that we bring to the lives of others. How many of your co-workers would agree with these statements?

I happen to not feel this way.

I give money not out of obligation but because it makes me feel good. My gifts to others give me a feeling of belonging. I give in the hope that my gift will help make a difference. I give to those who have helped me in some way and to those I believe in. I am proud of my gifts not because of their amount or their frequency but because they associate me with worthwhile organizations and people.

There are many who feel the way that I do. My guess is that some of your agency's clients may feel this way also. Just as your co-workers help your patrons better their lives, they can also assist them to feel proud, ennobled, and a part of your organizational family. One way is to help them understand that they can say "thank you" by contributing to your organization's programs.

There are psychological bridges that need to be crossed before employees are capable of helping others do this. Employees need to think of themselves as deserving and worthy of gifts from others - not because of who they are, but because of the difference they make in the lives they touch. Once your agency employees have crossed this bridge and reminded themselves that their organization is truly worthy of the philanthropy of others, then they are prepared to approach this issue with enthusiasm, humility, and a sense of purpose.

Does this mean they are asking for money? No, asking is something completely different. You, as the development professional, do the asking. *Listening and encouraging* is something we all do. For philanthropy, the skills are the same.

You will find that those who wish to make a gift will tell you. Not with specifics but through their questions and musings. "Tell me more about the scholarships" "Is there anything I can do?" "If only..." "I wish..." "If I could..." can be attempts by our clients to feel empowered and to join our organizational family. Too rarely are these conversations shared with the Director of Development.

If we are prudent and wise, we will not only listen but will help those we serve to accomplish their desires. This is one way that the employees can become ambassadors for philanthropy, advocates for their clients, and docents for your organization.

Jim Brozo, CFRE, CSPG
Grossmont Hospital Foundation

2001 Chapter Meeting Calendar

All Chapter Meetings are held the first Friday of the month with exceptions for Holidays. We meet at the Handlery Hotel (950 Hotel Circle North). Please sure to check our web site for updates or changes.

- August 3
- September 7
- October 5
- November (Dark)
- December 7

Upcoming Special Events

National Philanthropy Day
November 14, 2001
Sheraton Harbor Island

Fundraising Day 2002 Conference
March 1 & 2, 2002
Handlery Hotel

Email Notices

Don't miss our email notices!
If you are not receiving them,
send your email address to:
(office@afpsandiego.org)



San Diego Chapter
1644 Linbrook Dr.
San Diego, CA 92111

858-277-9076