

SAN DIEGO *Philanthropy*

A NEWSLETTER PRODUCED BY THE ASSOCIATION OF FUNDRAISING PROFESSIONALS, SAN DIEGO CHAPTER

• SUMMER 2005 •

AFP PROFESSIONAL DEVELOPMENT CONFERENCE



San Diego's 15th Annual Development Conference

By Elisa Lurkis

Philanthropy professionals from all over San Diego came together for [AFP's Annual Professional Development Conference](#) on May 24th. Held in beautiful Balboa Park, the conference promised an expedition where attendees could "meet the leaders and experts who are transforming philanthropy" and from the look of things, the conference really delivered what it promised. Development professionals rubbed elbows with funders, while executive directors, board members, and corporate and community leaders shook hands with volunteers during sessions that explored donor relations, strategic planning, direct mail tools, sponsorships and working with CEO's. For a one-day conference, it offered some very practical hands-on tools that development professionals could put to use right away.

The day began in the Natural History Museum's Imax Theater, where San Diego National Bank's Murray Galinson and Pura Vida Coffee's John Sage discussed the question, "Compassion and Capitalism – Are They Compatible?" It's a provocative question if there ever was one, since so many of us work for non-profits to contribute to noble causes, and yet



Cathy Sang and members of AFP-San Diego greet guest speaker Murray Galinson, Chairman, San Diego National Bank and Galinson Family Foundation.

we cannot accomplish our goals without the necessary evil – money. Mr. Sage turns the idea of money-as-evil on its head, since his company is capable of being both "tough minded and tender hearted." He challenges the conventional belief that businesses have to be entirely for-profit or non-profit. Instead, he believes that corporate culture has already begun moving towards blending the bottom line with an emphasis on social change. This sentiment is echoed by AFP International Chair Alphonse J. Brown Jr. who states that the U.S. corporate response to the tsunami disaster "turns on its head the theory that corporations tend to look at the bottom line when making their philanthropic decisions" (Philanthropy, May 2005). As corporate culture becomes increasingly philanthropic, non-profits will be able to benefit from

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CALENDAR

{ July 8 }

[Richard L. Heinrich, Memorial CFRE Planned Giving Workshop \(8:30-11:00\) and Chapter Meeting/Keynote Address \(11:30-1:30\)](#)

{ July 14 }

[Audio Conference: Empowering Your Board to Succeed in Fundraising v. Challenging Them to Fail](#)

{ August 30-31 }

[AFP-Orange County: 20th Annual Conference on Philanthropy: Inspiring Commitment](#)
Hilton Costa Mesa 714-997-3585

{ September 8 }

[Audio Conference: Endowment Fundraising: What exactly are we afraid of?](#)

{ September 9 }

[Chapter Meeting 11:30-1:30](#)

{ October 6 }

[Membership Welcoming Reception with Alphonse Brown, Chair, AFP-International](#)

{ October 7 }

[Chapter Meeting 11:30-1:30](#)



President's Message

By Donna Johnson, CFRE, CDPG

truly, we can stand up and be proud of our chosen profession! If you were unable to attend our recent Development Conference in Balboa Park, perhaps you read about it in the *San Diego Union-Tribune*. Or, in this issue, Elisa Lurkis eloquently reminds us of the enriching experience which was shared by over 200 of San Diego's "finest" who are connected to the philanthropic world: professionals, volunteers, philanthropists, funders and other interested parties.

As a 34-year veteran, I take pride in the development profession and I hope you do, too. Thank you for the work you are doing to make a difference in our community. I am also reminded of our luncheon speaker's challenge to "explore, discover and imagine" every possible action within our organizations that could have a transforming impact on our community.

Throughout my career, my satisfaction and strength have come from the associations I have made with professional colleagues, donors and volunteers: 2005 is no exception.

I take this opportunity to commend an outstanding colleague, Carole Fish, who chaired the 15th Annual Development Conference. I also pay tribute to her committee, the volunteers, attendees, and the record-breaking number of sponsors and exhibitors who underwrote this important philanthropic event in San Diego. In addition, we were privileged to have 10 past Chapter Presidents join us for lunch, most of whom are still actively engaged with AFP.

One last word: *Get involved in your AFP San Diego Chapter! It's a rewarding experience.*

AFP

PROFESSIONAL DEVELOPMENT CONFERENCE

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this shift. Good news, indeed, for the non-profit world!

Morning sessions at the Mingei Museum and San Diego Historical Society addressed such interesting topics as intergenerational giving, strategic planning, and direct mail fundraising. Nancy Tay, Development Director at the San Diego Museum of Man, found the session entitled, "50 First Dates: Opening Doors and Developing Relationships with Prospective Donors" to be useful that very day! After the session, Ms. Tay met with a prospect from a Fortune 500 company and, based on what she learned, opted not to ask for a small gift on the spot but instead decided to continue cultivating this prospect towards a larger gift in the near future.

One of the big draws for the day was the President's Luncheon at the Casa del Prado, where participants dined on roasted chicken, garlic mashed potatoes and sauted field greens while listening to a powerful presentation from Marianne Briscoe, Ph.D.: "Learn How High Impact Philanthropy Can Transform Communities." Using the example of Heifer International, Dr. Briscoe emphasized the importance of showing donors a return on their investment. Donors increasingly want to see measurable results from their donations, and articulating these results is important both for stewardship and for securing future donations.

After several interesting afternoon sessions, covering topics such as "exploring special event success" and "San Diego's entrepreneurs," the day culminated with a Jungle Party in the Natural History Museum atrium. Attendees sipped wine and enjoyed a chocolate fondue fountain, while mingling and networking with one another. The grand finale was the raffle, where fabulous prizes were given away, courtesy of the conference's generous exhibitors.

All in all, this was an interesting and engaging conference. Organizers, committee members and volunteers deserve a pat on the back for a job well done!



thank you...

EXPLORE sponsors:

Scripps Health Foundation, Wells Fargo, our first and largest sponsors for the May Development Conference. The Sponsor Team from the Expedition Team made this happen, and also recruited:

DISCOVER Sponsors:

ProFlowers, San Diego Business Journal

IMAGINE Sponsors:

Aesthetics, Inc., DataProse Direct Solutions, DeLauro & Associates Consulting, The Greenwood Company, The James Irvine Foundation, Kintera, Paschal Murray, Executive Search, Sharon Thompson Design Studio, Sharp HealthCare Foundation, UCSD Extension; and Supporters: Eagle Creek, Laudick/Brown & Associates, National University, San Diego Hat Company, University of San Diego Nonprofit Leadership & Management Program

thank you...



I want to take this opportunity to personally thank the 36 speakers, 19 sponsors and supporters, 25 exhibitors and 34 Expedition Team volunteers: it certainly took "a village" to put the Expedition together!

Thank you for your courage and spirit - to Explore, Discover and Imagine!

Carole Fish, Chair
15th Annual Development Conference

EVERY MEMBER Campaign

Board Members Answer the Call to Support the Every Member Campaign *by Beth Morgante*

All AFP Members are Encouraged to Join the Effort!

The San Diego Chapter is one of 37 AFP chapters to have achieved 100 percent board participation in the AFP Foundation for Philanthropy's 2005 Every Member Campaign (EMC).

AFP Foundation for Philanthropy Vice Chair for Fundraising, Shirlene Courtis, CFRE, commented, "We appreciate the commitments from the San Diego leaders and the example it sets as the broader membership is asked for their support. I am pleased that so many chapters have achieved this goal at this point in the campaign." Now's your chance to join your fellow members in donating to the Every Member Campaign!

Why Contributions Are Critical

Your contributions are essential to strengthening the fundraising profession by helping to support research, scholarships, and education programs. Your gift will also support our chapter through the foundation's EMC Chapter

Partnership Grants program if our chapter meets its EMC goal. The goal this year is \$8,600.

More than \$110,000 has been contributed to the 2005 Every Member Campaign nationwide. The Foundation and Advantage Consulting of Fairfield, N.J., have partnered with chapters for four years now on the EMC. This partnership continues to strengthen and grow the EMC. The 2005 annual calling program is in its third week with 142 chapters participating. Calls to members asking for support will be made through August.

But you don't have to wait to be contacted directly! Donate at any time through the AFP website by clicking "Make a Gift" from the Quicklinks section of the AFP website www.afpnet.org.

For more information on the Every Member Campaign, email Beth Morgante at beth.morgante@sharp.com.

AFP San Diego Launches Professional PARTNER PROGRAM

by Jennifer Svihus

On May 6, twenty mentors and associates gathered to participate in the official kick-off for our chapter's Professional Partner Program. The mentoring program, which matches seasoned professionals with newer professionals, is a way to individualize specific needs of professionals who have less than three years' experience in the fundraising profession.

ASSOCIATE: Sylvia Boaz
MENTOR: James DeLauro, PhD

ASSOCIATE: Jennifer Williamson
MENTOR: Dana Weintraub

ASSOCIATE: Nancy Tay
MENTOR: Jeanne Schmelzer, CFRE

ASSOCIATE: Jeff Tyler
MENTOR: Edith Glassey

ASSOCIATE: Maren Chapla
MENTOR: Chuck Day, CFRE

ASSOCIATE: Amy Weeks
MENTOR: Tonya Torosian

ASSOCIATE: Cynthia Roth
MENTOR: Gillian Argoff

ASSOCIATE: Freda Statom
MENTOR: Gary Neiger

ASSOCIATE: Dave Andrews
MENTOR: Kristina Starkey

ASSOCIATE: Jennifer Leighton
MENTOR: Erich Foeckler, CFRE

ASSOCIATE: Niki Marsden
MENTOR: Jennifer Svihus, CFRE

ASSOCIATE: Alex Sanchez
MENTOR: Jesse Brooks

Welcome New Members!

March 2005
-
June 2005

Gillian Lara Argoff

Emily Baime

El Cajon CDC

Laurie A Brindle

North County Times

Chuck Contreras

Canine Companions for Independence

Leo H. Cullum

Training Education & Research Institute

Michael W. Hager

San Diego Natural History Museum

Timothy Harding

Asset Marketing Systems

Hilliard Harper

Young Audiences-San Diego

Andrea Harrington

Coronado Historical Association

Barbara D. Hirschorn

Hillel of San Diego

Ryan Manning Hobbs

Robin Lewison

National Conflict Resolution Center

Sandy Liarakos

Scripps Health Foundation

Zara Marselian

La Maestra Community Health Center

Charos Maul

Rick Ochocki

American Red Cross

Kimberly Kelly Paul

Occupational Training Services

Pamela Sanford

Family Violence & Sexual

Assault Institute

Todd Randall Schultz

The Old Globe

Linda K. Smith

Bethel Seminary San Diego

Nancy Tay

Museum of Man

Michele Marie Vieux

St. Clare's Home

Megan Thomas Wescott

TKF



Non-Cash Donations

by Jesse Brooks

As many of you have heard by now, Congress is currently considering eliminating or reducing the non-cash gift deduction rule. These changes could significantly impact donations of real estate, artwork, books, and other items for deserving charitable organizations in San Diego.

AFP International is supportive of existing laws and is advocating that Congress provides sufficient resources to the Internal Revenue Service for enforcement and compliance. AFP has formed a national coalition with

other charitable organizations to oppose the proposed legislation. We need your assistance to inform and educate as many individuals and corporations as possible in the San Diego community about the affects of the proposed legislation.

We are encouraging everyone to phone Senator Dianne Feinstein at (619) 231-9712 and Senator Barbara Boxer at (619) 239-3984 to voice their concern regarding the proposed legislation. The corresponding phone number for your House of Representatives member can be obtained at (202) 224-3121. Information on this issue is updated frequently and can be accessed at afpnet.org.

AFP INTERNATIONAL Celebrates Diversity IN BALTIMORE

by Laura Felicetty

The world's largest gathering of fundraising professionals took place April 3rd through 6th at the waterfront Baltimore Convention Center. The 42nd Annual International Conference on Fundraising drew thousands, from newbie to tenured, to celebrate the diversity and inclusiveness of the profession.

The diversity theme united the entire event, woven into the educational sessions, recognition awards, and the art showcase. Participants chose from over 175 educational sessions offering strategies and best practices from the experts, engaging discussion, opportunities to explore critical issues in the industry, and quality networking time with peers. "The message of 'embracing diversity' was so well related to real world examples and methods, and

the connection to everyday fundraising was clear and useful," noted Tracie Barham of Family Literacy Foundation.

The Charles R. Stephens Excellence in Diversity Award was awarded to the AFP Massachusetts Chapter, which implemented a Fellows Program in 2004 to reach out to people of diverse racial and ethnic affiliations working for small nonprofit organizations in eastern Massachusetts.

The Diversity Art Showcase, sponsored by The Alford Group, is one of the most popular events at the conference. This year's show featured clay tiles made by Baltimore youth depicting their understanding of philanthropy. Baltimore Clayworks, a local nonprofit, worked with children from area schools to create the tiles, and members from the AFP Maryland Chapter spoke to the children about the meaning of philanthropy.

Mark your calendars for next year's 43rd AFP International Conference April 2-5, 2006 in Atlanta, Georgia. For more details about this event and others, visit www.afpnet.org.



2005 AFP COMPENSATION & BENEFITS STUDY

from AFP-Net

This April, one of the most anticipated benefits of AFP membership, the AFP2005 Compensation and Benefits Study, became available in the "Members Only" section of the AFP website, www.afpnet.org. Free to AFP members, the study is one of top-rated benefits AFP provides to members. More than 1,000

members responded to the survey to provide a comprehensive look at the correlation between salaries, education, position and gender in the United States and Canada.

For more information on the many member benefits AFP International offers, such as

professional certification discounts, the Fundraising Resource Center, the AFP Career Planner, online discussion groups, AFP Directory of Consultants and Resource Partners and educational offerings, all at a free or discounted cost, visit www.afpnet.org or call 800/666-3863.

Results of Nonprofit Sponsorship Valuation Survey Available to Chapter Members



by Cathy Sang

When putting together a sponsorship package for an event, have you struggled figuring out what a corporate sponsor logo on your organization's web site is worth? What about placing an article about the sponsor in your organization's newsletter? A guideline for placing values on these and many other nonprofit sponsorship opportunities is now readily available to chapter members by accessing San Diego's first Nonprofit Valuation Survey in the member's section of our [Chapter web site](#).

The Nonprofit Valuation Survey was developed by the San Diego American Marketing Association and our chapter as part of this year's 7th Annual Cause Marketing Conference.

"We realize no nonprofit has the ability to offer all the components included in the survey," explains Parker Pike, Catalyst Marketing, Inc. "The goal of the survey was to simply establish guidelines to help nonprofits and their corporate sponsors place common values on the many wonderful marketing opportunities they can partner on for their mutual benefit."

It looks at more than 25 often-used sponsorship recognition opportunities in media, publications and on-site events and places an average value on each. The valuations reflect input from community affairs representatives of a number of local businesses often asked to sponsor nonprofit events and local advertising/marketing firms.

As an example, the survey suggests that placing a sponsor's logo on the homepage of a nonprofit organization for up to 30 days preceding an event, including a live link to the sponsoring company's web site, on average could be valued at \$722 (based on 100,000 unique web visitors per month). A

one page article about the sponsoring company included in a nonprofit's newsletter distributed to 10,000 could be valued on average at \$1,318.

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National Philanthropy Day®

Wednesday, November 9, 2005

San Diego

Marriott Hotel & Marina

National Philanthropy Day® (NPD) is a highlight in San Diego each year. The San Diego Chapter of the Association of Fundraising Professionals (AFP) has been honoring the spirit of philanthropy since 1972, and this year officially marks the 20th anniversary of this nationwide event. We will celebrate together on Wednesday, November 9, 2005 at the San Diego Marriott Hotel & Marina. We are sure you will want to participate in this great tradition of recognizing philanthropy and the outstanding community support of San Diego. www.afpsd.org