



Summer School

for

Fundraising Professionals and
Nonprofit Executive Directors,
Board Members, and Volunteers
and

CFRE Review Course

July 15 to 17, 2009

Inn of the Mountain Gods
Resort and Casino



Association of Fundraising Professionals
West Texas/Southern New Mexico Chapter
P.O. Box 221773
El Paso, TX 79913





West Texas/ Southern New Mexico Chapter



The Association of Fundraising Professionals (is the professional association for individuals responsible for generating philanthropic support for a wide variety of not-for-profit, charitable organizations. Founded in 1960, AFP advances philanthropy through its more than 30,000 members in 197 chapters around the world. The AFP West Texas – Southern New Mexico Chapter serves fund raising professionals living and working in West Texas, Southern New Mexico, and Northern Mexico.

What: Fundraising Summer School

When: Wednesday, July 15 – Friday, July 17, 2009

Who: Track 1 (CFRE Review Course) — Individuals with more than 5 years of fundraising experience and especially those working toward the CFRE (certified fund raising executive certification). Participants may include executive directors, vice presidents for development, advancement directors, and special event coordinators for nonprofit organizations.

Track 2 — Individuals with fewer than 5 years of fundraising experience or nonprofit executive directors, board members, or volunteers who are only involved in development part time.

Where: Inn of the Mountain Gods Resort and Casino,
Mescalero, NM (just outside of Ruidoso, NM)
<http://www.innofthemountaingods.com>

How Much: \$ 440* AFP Members
\$ 540* Nonmembers

FREE OFFER

* Registration fee includes tickets to Wednesday evening dinner and Friday afternoon luncheon. Track 1 registrants will receive a **complimentary** manual with test-taking tips and sample exam questions provided by CFRE International. Track 1 and Track 2 registrants will receive **complimentary** copies of Stanley Weinstein's "The Complete Guide to Fundraising Management" and Doug Lawson's "More Give to Live".



2009 Summer School Registration Form

Sign up for:	# Attendees	Price Per Person
<input type="checkbox"/> Track 1 (CFRE Review Course) — AFP Member	_____	\$440.00
<input type="checkbox"/> Track 1 (CFRE Review Course) — Nonmember	_____	\$540.00
<input type="checkbox"/> Track 2 (Fundraising Summer School) — AFP Member	_____	\$440.00
<input type="checkbox"/> Track 2 (Fundraising Summer School) — Nonmember	_____	\$540.00
<input type="checkbox"/> Flying J Ranch Chuckwagon Supper and Western Show (Age 13+)	_____	\$ 24.00
<input type="checkbox"/> Flying J Ranch Chuckwagon Supper and Western Show (Ages 4-12)	_____	\$ 14.00
	Total: _____	_____
	_____	_____

Name/Organization _____

Address _____

Daytime Phone _____

Email Address _____

Method of Payment

- Check payable to "AFP"
- Bill Me (payment must be received by 7/15/09)
- Visa
- MasterCard
- American Express

Credit Card # _____

Exp. date _____

Signature _____

Please reserve your spot by:

1. Emailing scotlcan@elp.rr.com; and
2. Mailing this form along with your payment to:

Scott Lynch
AFP West TX/Southern NM Chapter Treasurer
c/o Candlelighters of El Paso
1900 N. Oregon Street, Suite 402
El Paso, TX 79902

Summer School Faculty, Continued



James M. Peak, CFRE, is a 30-year veteran of fundraising who has successfully led major fund raising campaigns in 22 states across the nation for such non-profit organizations as the El Paso Lighthouse for the Blind (\$2 million), Montana Tech University in Butte, MT (\$21 million); Scott and White Memorial Hospital and Scott, Sherwood and Brindley Foundation in Temple, TX (\$55 million); Converse College in Spartanburg, SC (\$2.5 million); Diocese of Spokane, WA (\$3.5 million); the Salvation Army in Omaha, NE (\$8.3 million); the University of New England in Biddeford, ME (\$12 million), the Oil Region Music Preservation Museum in Franklin, PA (\$1 million); and the National Automobile Museum in Reno, NV (\$9 million.) Jim served as chief development officer for the University of Texas-El Paso for twelve years, where he is credited with raising over \$100 million, and started the Providence Memorial Hospital Foundation in 1989, generating over \$10 million in assets.

Jim Peak has been a member of the AFP/NSFRE for over thirty years and founded the first chapter in the West TX/Southern NM region. He has twice served as President of the West TX/Southern NM Chapter and has held membership on several committees at the international level.



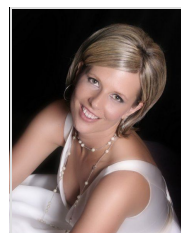
Jill Pranger, ACFRE, has 25 years of professional fundraising and nonprofit management experience and is the Founder and President of Pranger Philanthropic, where she works with organizations to enhance their fundraising programs and engage volunteers throughout the process. Since founding her business in 2003, her clients include the Center for Disability Rights, Home Headquarters of Syracuse, United Way of Greater Rochester, Stepping Stones Learning Center, Rochester General Hospital Foundation, LDA Life and Learning Services, Grantmakers Forum of New York, Thousand Islands Performing Arts Fund, and the Monroe County Bar Association. In 2006, Jill became the 78th person in the world to achieve the Advanced Certified Fundraising Executive (ACFRE) designation and, in that same year, was awarded the "Fundraising Executive of the Year" from the Genesee Valley Chapter of AFP. Jill is an AFP Master Teacher and

can be seen on the Internet teaching the AFP online "First Course in Fundraising".



Stanley Weinstein, ACFRE, EMBA, is President of Stanley Weinstein & Co. With more than 39 years of experience in the nonprofit world, Stanley has distinguished himself as a consultant, teacher, and author. In 1999, Mr. Weinstein was the first person to receive the New Mexico Chapter of AFP's award for Outstanding Fund-Raising Executive. In April, 2006, he was named our nation's Outstanding Fundraising Professional at AFP's International Conference in Atlanta, GA. As a consultant specializing in organization development, strategic planning, fundraising, annual, endowment and capital campaigns, Stanley Weinstein has had the opportunity to work closely with board and staff leaders from more than 300 nonprofit organizations nationwide. His clients have included the YMCA of Central New Mexico, Michael D. Palm Theatre for Performing Arts, St. Francis of Assisi

Cathedral, United World College, Archdiocese of Santa Fe Catholic Foundation, All Faiths Receiving Home's, Lencic Theatre, Albuquerque T-VI Foundation, and Santa Fe Opera. Stanley is the author of "The Complete Guide to Fundraising Management" and "Capital Campaigns from the Ground Up".



Terra Van Winter, MPH, CFRE, is the Director of Development for Mesilla Valley Hospice in Las Cruces, New Mexico. She previously worked for Camino de Vida Center for HIV Services. Terra is Past President of the Junior League of Las Cruces, currently serves as Chair of the Council of Conquistadores (the Las Cruces Chamber of Commerce's Goodwill Ambassadors) and is also active with the Southern New Mexico Health Foundation and Chi Omega Sorority. She holds a Master of Public Health degree from New Mexico State University and earned her CFRE credential in 2007.



Track 1 CFRE Review Course

The CFRE Review Course offers development professionals an opportunity to review the main components of a complete fundraising program. It is a two-day, intensive program the purpose of which is to provide an overview of skills, techniques and program components based on fundraising experience at the five-year level. Unlike earlier versions of the course, the revised course is organized around the domains of the CFRE examination rather than specific fundraising strategies.

Wednesday, July 15

3:00 p.m. or Later	Check in to hotel
5:30 p.m.	Registration
6:00 p.m.	Dinner and Presentation by Stanley Weinstein, ACFRE: "Lessons in Living and Giving"

Thursday, July 16

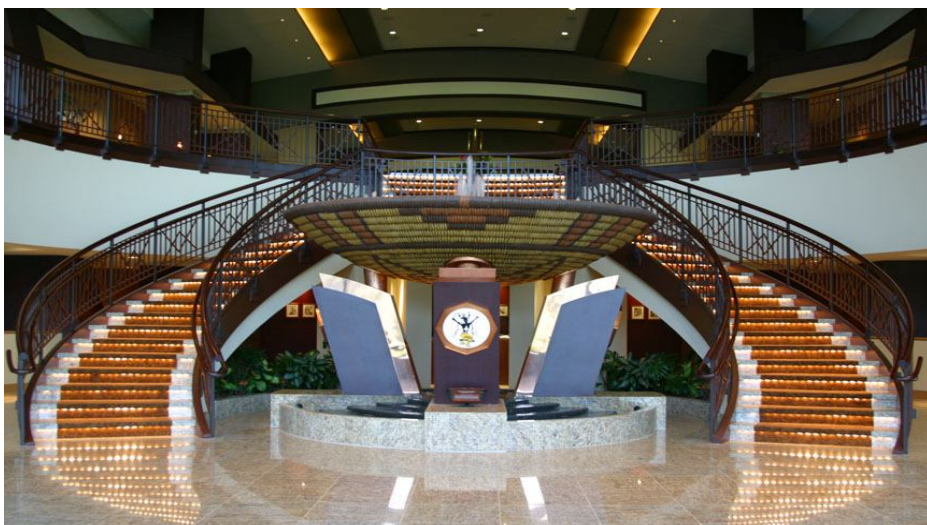
8:00 – 8:15 a.m.	Welcome and Introduction by Laura Olague
8:15 – 8:45 a.m.	Why Philanthropy? An Overview of Fundraising & Its Concepts by Stanley Weinstein, ACFRE
8:45 – 10:15 a.m.	Current & Prospective Donor Research by Weinstein
10:15 – 10:30 a.m.	Break
10:30 – 12:30 a.m.	Marketing and Communications for Fundraising & Development by Weinstein
12:30 – 1:30 p.m.	Lunch on your own
1:30 – 3:05 p.m.	Developing a Comprehensive Solicitation Program by Jill Pranger, ACFRE
3:05 – 3:20 p.m.	Break with Snacks
3:20 – 5:00 p.m.	Securing the Gift by Jill Pranger, ACFRE
6:00 p.m.	Dinner and Show at Flying J Ranch (Optional)

For more information on the Association of Fundraising Professionals West Texas/Southern New Mexico Chapter or the 2009 Summer School, please contact Cynthia Peak Hoffmann, CFRE at (915) 566-8400 (work), (915) 929-2547 (cellular), or choffmann@loretto.org.

Track 1, Continued CFRE Review Course

Friday, July 17, 2009

8:00 – 9:30 a.m.	Building and Sustaining Relationships by Jill Pranger, ACFRE
9:30 a.m. – 9:45 a.m.	Break
9:45 a.m.—11:50 a.m.	Volunteer Involvement by Jill Pranger, ACFRE
12:00 noon – 1:25 p.m.	Lunch and Presentation by Douglas Lawson, Ph.D.: “Give to Live”
1:25 – 3:00 p.m.	Management by Jill Pranger, ACFRE
3:00 – 3:15 p.m.	Break/Informal Q&A
3:15 – 4:45 p.m.	Accountability by Jill Pranger, ACFRE
4:45 p.m.—5:00 p.m.	Brief discussion of test-taking tips by Terra Van Winter, CFRE



Email scottcan@elp.rr.com and
use the form on the last page of this brochure to reserve your spot at the
2009 Summer School.

To reserve your room at the Inn of the Mountain Gods,
please call (800) 545-9011

Lake View Rooms	\$139 per night plus 10.75% tax	July 15 and 16
	\$189 per night plus 10.75% tax	July 17 and 18

For information on area attractions and events, please visit www.ruidoso.net.

Track 2 Fundraising Summer School, Continued

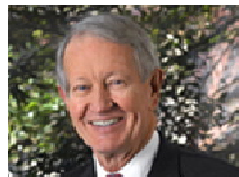
Friday, July 17, 2009

8:00 – 9:30 a.m.	Fundraising 101, Continued, by Cynthia Peak Hoffmann, CFRE and James M. Peak, CFRE
9:30 a.m. – 9:45 a.m.	Break
9:45 a.m.—11:50 a.m.	Marketing and Communications Tips for Nonprofit Or ganizations by Terra Van Winter, MPH, CFRE
12:00 noon – 1:25 p.m.	Lunch and Presentation by Douglas Lawson, Ph.D.: “Give to Live”
1:25 – 3:00 p.m.	Funders Forum — Come Learn What’s New from Repre sentatives from: Boeing El Paso Paso del Norte Health Foundation Wolslager Foundation . . . and more!

Summer School Faculty



Cynthia Peak Hoffmann, CFRE, has been a professional fundraiser for eighteen years and has successfully led annual, major gift, endowment, and capital campaigns and achieved record breaking results for the Saint Louis Ballet, Webster University, and Maryville University in St. Louis, MO, New Mexico State University and Mesilla Valley Hospice in Las Cruces, NM, and Hospice El Paso and Loretto Academy in El Paso, TX. She was honored for her career achievements with the AFP West TX/Southern NM Chapter’s Outstanding Fundraising Executive Award in 2005. She has taught AFP’s First Course in Fundraising and the CFRE Review Course in both the United States and Mexico and has been interviewed for *Advancing Philanthropy* and *Successful Fundraising* magazines.



Dr. Douglas M. Lawson, Ph.D. is the author of the award-winning bestseller *GIVE TO LIVE: How Giving Can Change Your Life, Volunteering: 101 Ways You Can Improve The World And Your Life*, and *Faith In The Future*. He has written numerous articles for such national publications as *Fund Raising Management*, *U.S. Air*, *Southern Bride*, and *Servant Leadership*. He has been the publisher of the monthly newsletter, *Philanthropic Trends Digest*, and eight editions of *The Foundation 500*. Dr. Lawson has produced numerous audio and videotapes, including, *The Artful Asker*, *Give to Live*, and *A Basic Fund-Raiser Course*. Dr. Lawson holds three academic degrees: a B.A. from Randolph Macon College, a B.D. from Drew University, and a Ph.D. from Duke University. In his professional life, Dr. Lawson serves as the founding chairman of Lawson Associates, Inc., a fund-raising and management consulting firm which, to date, has served more than one thousand clients throughout the world and assisted clients in raising more than \$2 billion. Dr. Lawson is a frequent speaker and lecturer throughout the United States, Mexico, and Canada.

Continued

Track 2 Fundraising SummerSchool, Continued

Thursday, July 16, Continued

1:30 p.m.— 3:05 p.m.

Fundraising 101 by James M. Peak, CFRE and Cynthia Peak-Hoffmann, CFRE

In today's environment of more competition for the philanthropic dollar and higher fundraising costs, smart non-profit executives, development directors, and volunteers must focus their efforts on funding programs that will yield the best results while being cost- and time-effective. In this session, participants will learn how to create and implement a comprehensive development plan with a focus on major gifts that will achieve results in both the short- and long-term and actively engage an organization's entire constituency. Participants will benefit from the presentation of "real-life" (and sometimes humorous) examples from small and large campaigns conducted in almost every state over the last 30 years and will be given the opportunity to brainstorm ideas for and prepare outlines of development plans for use in their own organizations.

3:05 – 3:20 p.m.

Break

3:20 – 5:00 p.m.

Fundraising 101, Continued.

6:00 p.m.

Dinner and Show at Flying J Ranch (Optional)

Flying J Ranch Chuckwagon Supper and Western Stage Show Thursday, July 16, 2009



- 6:50** Gunfight -- Trouble erupts in Bonita City, but the good guys win every night!
- 7:00** Dinner bell rings immediately after gunfight. Chow down on choice of beef or chicken and beans, potato, chunky applesauce, biscuit, butter, jelly, spice cake, coffee, tea, and lemonade
- 7:50** Western Music Show begins (show lasts just over an hour)

\$24 per person for aged 13 and over
\$14 per person for ages 4-12

NOTE: Participation in the AFP CFRE Review Course may assist you in learning or reviewing concepts covered on the Certified Fundraising Executive (CFRE) examination as detailed on the Test Content Outline provided by CFRE International. However, the AFP CFRE Review Course is not specifically designed to prepare you to take the CFRE examination. CFRE International does not sponsor or endorse any educational programs and the AFP CFRE Review Course was not developed in conjunction with CFRE International. For more information on the CFRE Professional Examination Program, visit www.cfre.org, call (703) 820-5555, or email mhirt@cfre.org.

Track 2 Fundraising Summer School



Wednesday, July 15

3:00 p.m. or Later

Check in to hotel

5:30 p.m.

Registration

6:00 p.m.

Dinner and Presentation by Stanley Weinstein, ACFRE: "Lessons in Living and Giving"

Thursday, July 16

8:00 – 8:15 a.m.

Welcome and Introduction by Kathy Becker

8:15 – 10:30 a.m.

Annual Giving: How to Do It Well. . . Over and Over and Over Again by Jill Pranger, ACFRE

Whether starting from scratch or taking an existing program to a new level, this session will provide information on what is needed to develop a productive and effective annual giving program. Planning, setting, goals, specific techniques, expected performance, monitoring progress, use of volunteers, and reporting of results will be covered. Additionally, ideas will be shared about how to keep the annual giving program vibrant year after year after year.

10:15 – 10:30 a.m.

Break

12:30 – 1:30 p.m.

Lunch on your own