



Monthly News Notice

The New Mexico Chapter of the AFP invites you to update your technology quotient with:
Interactive Multimedia and Donor Recognition.

“The competition for financial contributions is becoming much more intense as foundations seek creative and entrepreneurial ways to engage prospective donors and promote their vision. It is those organizations who can communicate their stories, achievements, and needs most effectively who will be the most successful in attracting greater and more frequent gifts.” –Harv Mock

New Mexico Chapter

2006 Meeting Schedule

February 9

March 9

April 21

**Combined Meeting with
New Mexico Planned
Giving Council
“Legacy Day” Luncheon**

May 11

June 1

**(meeting at O’Keeffe
Museum in Santa Fe)**

No Meeting in July

August 10

September 14

October 12

November 14

Philanthropy Day

December 14

Jan 11, 2007

**AFP NM Website
www.afp-nm.org**

Convergence of interactive technology and multimedia content has created a myriad of exciting possibilities for recognizing those who are doing important work or making an impact in our organizations. **Harv Mock of Planned Legacy** and **Jan Hosea, Director of Planned Giving for Presbyterian Hospital Foundation**, will address a range of dynamic, engaging opportunities that are now available to non-profits through interactive and digital technology. Sharing your organization’s history and achievements through video, audio and animation; profiling donors with legacy stories and testimonials; acknowledging alumni, volunteers and staff in ways that resonate with the community and invite philanthropy. These are features traditional donor walls can’t offer, plus content and images can be changed and updated effortlessly and quickly, right from your desktop computer. Harv will address the technology’s capability as a whole, and Jan, with Presbyterian’s local application, will help us examine the practical aspects of achieving personalized, meaningful development, communications, and recognition goals using technology and interactive media.

Harv Mock is VP of Sales & Marketing for Planned Legacy and has been involved with and a contributor to its growth since the company’s inception when he authored the firm’s original marketing strategy. Harv’s career began as a broadcaster and producer for national and regional radio networks including the Canadian Broadcasting Corporation. From there he moved to advertising and public relations before launching his own marketing and communications firm. Harv became familiar with the growing need for a more flexible and dynamic way for non-profit organizations to recognize donors, build awareness, and establish stronger and more meaningful relationships with their contributor communities.

Jan Hosea, active in many roles with AFP-NM, has been involved with non-profit organizations all of her life. She grew up in the American Red Cross and served that organization for over 45 years as a professional and volunteer. She has been a United Way Professional and served UNM as the Director of Development for the School of Law. She is the founder of her own non-profit management and resource development company, Jan Hosea & Associates, LLC., and currently is with the Presbyterian Hospital Foundation. Jan has a Master of Arts in Philanthropy and Development from Saint Mary’s University of Minnesota and is a former faculty member and research advisor for the Saint Mary’s Graduate Program.

Thursday, October 12, 2006 ~ 11:30 a.m. to 1:30 p.m.
(registration and networking 11:00-11:30, Luncheon: 11:30 a.m.)
Embassy Suites, 1000 Woodward PI NE, Albuquerque, NM (505) 245-7100

For: Development staff, Fundraisers, Executive Directors and Board members.

Cost: Luncheon Cost for this meeting will be \$20 for AFP members and \$25 for non-members.

The deadline to receive lunch reservations is **5 p.m. Friday, October 6, 2006**. Any reservations received **after the deadline will be put on a waiting list**. The waiting list does not guarantee you a seat. Individuals on the waiting list will not be seated until 12 p.m. Please make your reservations on time. If you RSVP’d but cannot attend, please **cancel your reservation by 5 p.m. the Friday prior to the luncheon**, or you will be billed. (AFP members are individuals, not organizations, who have paid their annual dues.)

Mail your check (payable to AFP) to: AFP, c/o Albuquerque Community Foundation,

PO Box 36960, Albuquerque, NM 87176, or contact Holli Johnson at 883-6240 or hjohnson@albuquerquefoundation.org.

When you RSVP, please indicate if you are an AFP member and if you would like to order a vegetarian dish.

***Association of Fundraising Professionals-New Mexico
2007 Board Slate***

PRESIDENT:	LaDonna Hopkins
PAST PRESIDENT:	Eileen Cook
PRESIDENT-ELECT:	Felicia Griffin
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HOSPITALITY:	Jennifer Lowe
ETHICS:	Lee Pattison
PROFESSIONAL DEVELOPMENT:	Marla Caulk, CFRE
YOUTH IN PHILANTRHOPY:	Robin Brule
NMPGC LIAISON:	Jane Dixon
DIVERSITY:	Donna Romoser, CFRE

NATIONAL PHILANTHROPY DAY RAISES AWARENESS THROUGH EDUCATION AND AWARDS

The Association of Fundraising Professionals (AFP) New Mexico Chapter celebrates National Philanthropy Day on November 14, 2006 at the Embassy Suites Hotel in Albuquerque. This is AFP-New Mexico's 20th year of bringing professional and ethical fundraising to New Mexico. National Philanthropy Day includes a morning of fundraising training seminars and workshops, access to vendor booths, and an awards luncheon honoring New Mexico's finest philanthropic individuals and institutions.

The day begins at 7:30 a.m. with registration, continental breakfast, and vendor table displays. At 8:15 a.m. Deanne McElroy of Wells Fargo, proud sponsor of this year's National Philanthropy Day celebration, offers opening remarks. Wells Fargo is joined by *New Mexico Business Weekly* as the event's Media Sponsor, and Monica Armenta, Executive Director of the Albuquerque Public Schools Foundation, will emcee the event.

The day continues with concurrent educational seminars conducted from 8:45 a.m. to 9:45 a.m. and from 10:00 a.m. to 11:00 a.m. followed by an awards ceremony and luncheon from 11:30 a.m. until 1:30 p.m. Breaks throughout the event provide attendees with additional opportunities to view vendor tables available throughout the day.

Awards bestowed during the luncheon will go to CitiCards of New Mexico as Outstanding Business/Corporation in Philanthropy, Diane Harrison Ogawa as Outstanding Volunteer Fundraiser, Jack and Donna Rust as Outstanding Leaders in Philanthropy, Social Venture Partners of New Mexico as Outstanding Service Organization, Santa Fe Community Foundation as Outstanding Philanthropic Foundation, and Kay Peck, CFRE as Outstanding Fundraising Executive.

In addition, AFP will for the first time honor three youth philanthropists. Winners will be notified and announced in October and receive their awards at the luncheon ceremony along with the adult and institutional winners.

Educational workshops and seminars are designed for non-profit executive directors, development directors, volunteer/board member fundraisers, as well as marketing, outreach, and financial staff. They address vital topics for non-profit corporations and feature experts in the field.

Attendees will learn how to access the media from Joanne Fine, Chief Communications Officer for the United Way, and how to market on any budget from a trio of professionals including Sharon Kayne, Communications Director of New Mexico Voices for Children, Daniel Abram, Executive Director of Talking Talons, and long time marketing consultant John Córdova of Córdova Public Relations.

Other topics include fundraising software options, planned giving solutions, engaging diverse donors, accessing greater resources, and strategic planning.

In addition to dynamic presentations, attendees have the opportunity to win an amazing package of one-on-one consulting for one agency. The winner must be present to claim their prize of five full hours of one-on-one consulting from the following firms and consultants: Jean Block Consulting, Jan Hosea & Associates, Pamela Chavez, and Social Enterprise Ventures LLC & Catherine Direen.

Corporate Sponsorship opportunities for National Philanthropy Day are available for \$1,000, Corporate Tables for \$500 and Table sponsors for \$450. Vendor tables can be purchased at rates of \$75 or \$35 for non-profit corporations. Individual tickets are available for \$35 for the luncheon and \$65 for the educational seminars and workshops. CFRE credit and scholarships are available for qualified professional fundraisers.

Visit www.afp-nm.org to register on-line and get more information about educational seminars, schedules, vendors, and award winners.

National Philanthropy Day Education Seminars

Workshops for Session I (8:45-9:45am):

Getting Your Fundraising on Track: Strategic Planning for the Future.

Jenny Metzler, Albuquerque Health Care for the Homeless, Inc.; & Lynn Trojahn, Vice President of Advancement, ACCION New Mexico will discuss strategic planning for your fundraising success.

Ms. Trojahn has been in the fundraising field for 22 years in the Bay Area and now Albuquerque, her hometown. She was awarded the Outstanding Fundraising Professional for New Mexico from this group in 2003. Ms. Metzler has been successfully raising funds in New Mexico for more than 15 years. She has published articles and video on Using Marketing Principles to Maximize Funding Effectiveness and Simple Giving. She is president of the board of directors for Enlace Comunitario, board member of the New Mexico Coalition to End Homelessness; and she is an independent consultant in Planning and Development in addition to multiple presentations on fundraising, grant writing and planning and development, both locally and nationally via the National Health Care for the Homeless Coalition.

Tips for Communicating Through the Media

Dennis Domrzalski, Joanne Fine, Chief Communications Officer at UW, & Steve Lawrence.

Organizing Your Shop: Fundraising Software Options

Dana Viliardi, Director, Center for Nonprofit Excellence will have 3 donor database representatives speak (e.g. E-tapestry) and then present the communities response to their donor databases.

Planned Giving

The New Mexico Council on Planned Giving will bring in one or a panel of their best planned giving presenters. This is the council's annual educational workshop.

Workshops for Session II (10-11am):

Making Connections: Accessing Tools and Resources in New Mexico

TBA

Marketing on Any Budget

John Córdova of Cordova Public Relations, Sharon Kayne, Communications Director, New Mexico Voices for Children, & Daniel Abram, Executive Director, Talking Talons

Charity or Nonprofit Business? The Road to Earned Income

Diane Ogawa of PNM will moderate the workshop. Melody Wattenbarger, Roadrunner Foodbank; Elaine Solimon, ARCA; Sitara Cook, YWCA and Maryle Barber, Casa Esperanza will discuss the important role that earned income has played in their organizations, the successes they have enjoyed, and the challenges that they experienced.

Engaging Diverse Donors

Holly Traver, VP of HR at Wells Fargo, has conducted over 25 "Creating an Inclusive Environment" sessions on diversity for different groups nationally. She will share information on defining the broad definition of diversity, understanding why diversity is important in the organizations we support, developing the specific behaviors that will allow us to ensure inclusivity of all donors. Ms. Traver has taught in the Anderson School of Management, department of Speech Communication and she is an active member of the Maxwell Museum Association.

AFP Board of Directors

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Paying for Luncheon Meetings - We accept Visa and MasterCard as a form of payment for the luncheons. You may register and pay online at www.afp-nm.org.

Membership - Interested in becoming a member of AFP? Please contact Susan Simons at 277-3217 or sesimons@nmhum.org and learn the wonderful benefits of joining.

Community Table - Do you want to advertise an event you are planning or a service you offer? Bring information to the monthly luncheons to leave on our community table for others to pick up.

Kudos to Alan Pearson of Rehoboth and Diane Robbins of Capitan for successfully passing their CFRE tests. Congratulations.

Linda Howell from Embassy Suites has set the next members only breakfast for **October 13th at 7:30 a.m.** Attendance is limited to 40. Please RSVP to Michelle Couch by Tuesday October 10 by 5:00 p.m. email to M4Whit@aol.com. Those of you who attended last month know how much fun it was (and delicious!)

Contributions to the AFP Foundation for Philanthropy's Every Member Campaign support philanthropic diversity, educational initiatives, research, public awareness and AFP strategic initiatives that advance ethical and effective fundraising. Make your pledge today at www.afpnet.org and help the NM Chapter meet its goal.

LaDonna Hopkins, AFP-NM Foundation Development Chair.

Call for Submissions: Resource Table at National Philanthropy Day

Please share your models and best practices with your fundraising colleagues. The Education Committee of the Association of Fundraising Professionals seeks sample materials for display at the upcoming educational seminars taking place November 14th, 2006 for National Philanthropy Day. Please consider providing examples of fundraising materials, publications, survey instruments, annual reports, and newsletters. Also, we can make available any materials you provide for upcoming fundraising events that you are planning. Educational Seminars take place Tuesday, November 14th from 7:30 am to 11:00 am at the Embassy Suites Hotel, Albuquerque. For more information about providing resources, please contact Stephanie Silver at stephanie@rrfb.org or 247-2052 x. 101.

National Jewish Research and Medical Center – known worldwide for the treatment of patients with respiratory, immune and allergic disorders, as well as for groundbreaking research is seeking a new **Regional Development Director for the Western Region (relocation is available)**. The exciting details on this position are presented below. Please feel free to to contact me via email (emccall@eflassociates.com) or phone (877-893-1724 x15) if you would like to talk about this search further.

The Development Team at Roadrunner Food Bank is seeking an energetic, creative, and experienced **Development Assistant** to join their team. The successful candidate should have admin experience, be proficient in Microsoft Office software, be able to work independantly while supporting the other members of the team. The team consists of a Director of Development, a Fundraising Officer, a Director of Volunteer Services and a Marketing Director. Applications should be made online at www.rafb.org.

Chief Executive Officer; The successful candidate will lead the team which performs the programs and services of **Outcomes, Inc.**, a private, not-for-profit mental health/social service agency. The candidate shall possess a graduate or professional degree and five to ten years of responsible supervisory and administrative experience. Skills required include in-depth understanding of the non-profit arena, fund raising, board development and mental health/social service resources. Experience with employee assistance programs is desired. Background check is required for employment. Resumes must be mailed or faxed. No emails. 423 Mountain Rd. NW, Albuquerque, New Mexico, 87102, 505-243-2551

American Red Cross, Chief Executive Officer, The Southern Nevada Chapter of the American Red Cross, located in Las Vegas, provides disaster relief, emergency preparedness, health & safety training, and international messaging & tracing services. We seek a polished, dynamic Chief Executive Officer who will take the leadership role in raising funds and developing community partnerships for the organization. S/he will also be responsible for day-to-day management of this non-profit organization with 12 paid and 1,500 volunteer staff and a budget of \$1.6 million. View complete job announcement at www.redcrosslasvegas.org Please send cover letter and resume to Southern Nevada CEO Search Committee via e-mail to fiorittom@usa.redcross.org or via mail to 1771 E. Flamingo Road, Suite 200-B, Las Vegas, NV 89119 by October 6. Business phone 702-531-0239

State Bar of New Mexico, Equal Access to Justice Campaign Director; The NM State Bar and Equal Access to Justice are seeking an experienced development professional to work with the EAJ Board and to increase resources for organizations that provide civil legal services to low income people. Responsibilities include expanding existing campaign and explore new sources, including non-attorney individuals and corporate donors. Requirements: 5+ years development experience; proven record leading board members and other volunteers and strong writing and speaking skills. Full job description is posted under Equal Access to Justice at www.nmbar.org. Send letter of interest and resume to HR-EAJ, PO Box 92860, Albuquerque, NM 87199 or fax (505) 797-6019 or e-mail hr@nmbar.org. First resume review date is 9/29/06.

If you are interested in posting a position in the AFP-NM News Notice or on our website www.afp-nm.org you can go to www.afp-nm.org/jobform.htm. This will then send the information to our website as well as for our News Notice.

Return Service Requested

New Mexico Chapter



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