



# The Link

## AFP Newsletter

AFP-New Mexico Chapter

June 2009 Issue

### 2009 Meeting Dates

January 8

February 12  
Fundraising Forum

March 12

April 9

May 14

June 11

August 13

September 10

October 15

November 18  
National Philanthropy Day

December 10

AFP NM Website  
[www.afp-nm.org](http://www.afp-nm.org)

June 11 -  
Luncheon Program:

**Collaborations and mergers** in the nonprofit world have become a recurrent topic of conversation since the ailing economy began dominating headlines. **Funders are requiring it, communities are benefiting from it and non-profits are becoming stronger because of it!**

### PRESIDENT'S MESSAGE

Half of 2009 is almost gone, hard to believe. When I look back and assess what I have accomplished, all of my goals and projects are moving forward through the din and clatter of the economy and the daily headlines. Yet, on a daily basis, what is important to me still fights for attention.

Despite the current challenges our nation is facing, our own focus is still on improving the lives of those less fortunate through our tool of fundraising. Many of us came to fundraising through other professions and careers, but we choose this path because we know we can make a difference in an incredibly impactful way. My first job after college was the Volunteer Coordinator for the Big Buddy Program in Baton Rouge, Louisiana, but there was never enough

money for the programs we wanted to do. I started asking people and companies I knew to help, not realizing I was doing "fundraising", just wanting to make more opportunities possible for the families in our program. I've never looked back and have now been a Fundraiser for almost 30 years. There is nothing that means more to me professionally and personally.

Somewhere in your community or in your circle of friends and colleagues, there is someone who is quietly changing lives through their connection to fundraising. Although National Philanthropy Day is not until November 18<sup>th</sup>, **the deadline for nominating outstanding philanthropists is July 17<sup>th</sup>**. I invite you to help our New Mexico Chapter of AFP recognize the people who, despite challenging times, are

still working to help our underserved neighbors, friends, family, and co-workers. Please consider nominating someone for one of the categories for National Philanthropy Day.

In just a few months as President, I have gotten to glimpse the extraordinary people who are our members, the amazing resources available through our national organization ([www.afpnet.org](http://www.afpnet.org)), and the impact we are making each day not just for our clients, but for each other. I look forward to continuing our journey together, side by side, drawing support from each other, focusing on serving our clients, and remaining proud to be Fundraisers!!!

Pamela Chavez  
President, NM Chapter-AFP

**NATIONAL PHILANTHROPY DAY: November 18, 2009 Save-the-Date!** National Philanthropy Day is celebrated by AFP chapters all across the country each year to acknowledge the entire spectrum of services provided by the nonprofit community and the profound impact that philanthropy has on the fabric of society. This awards program honors individuals and groups who, through their hard work and dedication, have enhanced philanthropy, their communities and the world.

Do you know an individual, organization, group, family or young person who fits this bill?

**If so, Submit your fabulous nominees for the 2009 Philanthropy Day Awards!**

**Nominations are due by July 17, 2009.** For more information visit: <http://afp-nm.org/> where you can download your NPD 2009 Nomination form in Adobe Acrobat Format and view the complete list of categories and nomination criteria.

**\$50 VISA CARD for SIGNING UP BEFORE June 30!!**  
Check out the new Password Protected Members only site on our NM Chapter website!  
**If you sign up before June 30<sup>th</sup>, your name will be included in a drawing for a \$50 Visa Card** (members already signed up on the website will be included in the drawing)!!  
Don't wait another minute to access the valuable resources available in our new members only site!!! <http://www.afp-nm.org/memberinfo.htm>

# UPCOMING EVENTS

## 2009 AFP Board of Directors

Chapter President-  
Pamela Chavez  
E-mail pchavez@afp-nm.org

President-Elect-Celia Merrill  
E-mail cmerrill@afp-nm.org

Past President-Felicia Griffin  
E-mail fgriffin@afp-nm.org

Secretary-Christina Woodlee  
E-mail cwoodlee@afp-nm.org

Treasurer-Shalini Shanker  
E-mail sshanker@afp-nm.org

VP Advancing Philanthropy  
Lisa McCulloch  
E-mail lmcclulloch@afp-nm.org

National Philanthropy Day-  
Cindy Ortega  
E-mail cortega@afp-nm.org

Outreach-Marisa Gay  
E-mail mgay@afp-nm.org

Communications-  
Betsy Skye Smith  
E-mail bsmith@afp-nm.org

VP Education/Training  
Kathleen Raskob  
E-mail kraskob@afp-nm.org

Programs-Lissa Blaschke  
E-mail lblaschke@afp-nm.org

Diversity-  
Roxanne Rivera-Wiest  
E-mail rrivera@afp-nm.org

Ethics-Marth Becktell  
E-mail mbecktell@afp-nm.org

VP Membership Development  
Ken Thompson  
E-mail kthompson@afp-nm.org

Emerging Leaders-Hazel  
Tull-Leach  
E-mail htull@afp-nm.org

Membership Outreach-  
Peter Moulson  
E-mail pmoulson@afp-nm.org

Professional Development-  
Susan Simons, CFRE  
E-mail ssimons@afp-nm.org

### Staff

Melody Mar Johnson  
Phone (505) 239-9106

## JUNE 11 – AFP LUNCHEON PROGRAM

### “FUSION”

No, we are not talking about a food-fad...we are talking about non profits! Find out how you can strengthen your organization and further your mission and service to your communities by working with other like-minded...or not...organizations. **Yes, we are talking about Collaborations!**

Join us on Thursday, June 11<sup>th</sup> as AFP “collaborates” with the Roadrunner Food Bank of New Mexico and Albuquerque Meals on Wheels and together we will explore the possibilities, challenges and benefits of collaborations. It will be interactive, fun and very informative!

A new award designed by The Lodestar Foundation encourages collaboration as “more than a survival strategy”. Recognizing the efficiencies gained from working together, the Prize shines a spotlight on collaborations among two or more nonprofit organizations that each would otherwise provide the same or similar programs or services and compete for clients, financial resources, or staff. In March, Lodestar Foundation awarded the first-ever \$250,000 National Nonprofit Collaboration Prize...it won't be the last.

**WHAT:** Lunch will be catered by Albuquerque Meals on Wheels, an organization that prepares and serves more the 140,000 meals annually to the homebound. Meals on Wheels enables those unable to prepare their own meals to have a hot, healthy, well balanced meal delivered to their door Monday through Friday. Often thought of as only serving the elderly, Meals on Wheels serves anyone of any age who needs them.

**WHERE:** **The Roadrunner Food Bank's new warehouse: 5840 Office Boulevard NE, Albuquerque, NM 87109.** The new location is near I-25 & Jefferson NE, to view a map go to <http://www.rfb.org/directions2.html>. Roadrunner Food Bank is New Mexico's largest nonprofit organization dedicated to ending hunger in New Mexico. In fiscal year 2008, Roadrunner Food Bank distributed more than 17.3 million pounds of food through a statewide network of nearly 600 partner agencies and six regional food banks.

**WHY:** To support three organizations and learn how to utilize our non-profit resources to have a greater impact on our communities!

**WHEN:** Thursday, June 11<sup>th</sup> - 11:00 a.m. - 1:00 p.m.

### BYOB - (Bring your own Buck)

Bring \$1 to donate to Roadrunner Food Bank so they can turn it into \$9 worth of food for New Mexicans. A sad fact...New Mexico is the second hungriest state in the nation.

### Three Registration Options:

The cost for this meeting is \$25 for AFP members and \$30 for others. Any reservations received after the deadline will be charged a late registration fee of \$5. **The deadline to receive lunch reservations is 5 p.m. Friday, June 5, 2009.**

1. Make your luncheon reservations online, we accept MasterCard, Visa and Discover: [https://www.cartserver.com/sc/securepage.cgi?www.afp-nm.org/securereservations\\_customthanks.htm](https://www.cartserver.com/sc/securepage.cgi?www.afp-nm.org/securereservations_customthanks.htm)

2. Mail your check (payable to AFP-NM) or credit card information to:  
AFP-NM, PO Box 37408, Albuquerque, NM 87176-7408

3. Call 505-239-9106 or email [MarJohnsonAFP-nm@comcast.net](mailto:MarJohnsonAFP-nm@comcast.net)

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

*\*AFP Members are individuals, not organizations, who have paid their annual dues.*

## EDUCATIONAL RESOURCES

### JUNE 10—WEB/AUDIO CONFERENCE

#### "Evaluating Your Development Program"

#### Enjoy this live broadcast and earn 1.5 CFRE hours!

Presenter: Linda Lysakowski

Time: 11:00 AM MDT (Arrive by 10:50AM)

Length: 90 minutes

Location: Albuquerque Community Foundation

3301 Menaul Blvd. NE #2, Albuquerque, NM 87107

#### About the Event

Everyone understands that ethics is critical to fundraising. After all, without public trust and confidence, fundraising simply cannot occur. But too often we look at ethics in a very limited fashion: "It's a list of things we can and cannot do," or "That's the job of the fundraiser." In an increasingly connected world where accountability, ethics and transparency are not just buzz words but fundamental aspects of a donor's (and society's) expectations, we must reexamine what it means to be ethical. Paulette Maehara, will explore how organizations can take a holistic look at ethics, identify how organizations can use ethics to reach out to the public to generate support and discuss the current pressing ethical issues - such as donor control and percentage-based compensation.

#### About the Presenter

Linda Lysakowski, ACFRE is President/CEO of Capital Venture. In her sixteen years as a philanthropic consultant, Linda has managed capital campaigns ranging from \$250,000 to over \$30 million; helped dozens of nonprofit organizations achieve their development goals, and has trained more than 12,000 professionals in all aspects of development.

Linda is a graduate of AFP's Faculty Training Academy. Linda is a prolific writer and Wiley Press has published her books, Recruiting and Training Fundraising Volunteers in 2005, The Development Plan in early 2007. Linda is a contributing author to The Fundraising Feasibility Study - It's Not About the Money, also published by Wiley in early 2007.

**AFP Audio Conferences are FREE for anyone attending, but you must REGISTER!** The file containing the handouts will be emailed to attendees the day before the event, please print out your own set of copies and bring with you.

Don't forget to bring your own snacks or a brown bag lunch!

**The registration deadline is June 9<sup>th</sup>.**

For more information or to register: 505-239-9106 or MarJohnsonAFP-nm@comcast.net

<http://www.afp-nm.org/meetingnotice.htm>

### SAVE-THE-DATES

#### AFP-NM Chapter Live-Audio Conference Schedule through December 2009

- Thursday, July 23, A Blueprint for fundraising Success in Any Economy: Creating a Sustainable Comprehensive Development Plan  
Presented by Kent Dove, CFRE
- Wednesday, September 2, Prospect Research: How to Use Philanthropy data for the Most Effective Fundraising  
Presented by Kathleen Rogers
- Wednesday, October 28, Getting Your Message to the Media on a Dime!  
Presented by Kathy Compton
- Wednesday, December 9, How to Have Conversations with Donors about Planned Gifts  
Presented by Kathryn W. Miree, J.D.

### MEMBER BENEFIT

**Previously Aired Audio Conferences... are now Available On-line!**

Because scheduling time away from the office can be tricky, visit the "members only" section of the website:

<http://www.afp-nm.org/memberinfo.htm> and listen at your leisure!



**DON'T BE LATE  
WITH YOUR NPD  
NOMINATIONS!**

**DEADLINE JULY 17, 2009**

[http://www.afp-nm.org/  
philanthropy.htm](http://www.afp-nm.org/philanthropy.htm)

**April 9, was our  
Annual Santa Fe  
Luncheon Program**

Thank you so much for joining us in Santa Fe and making our Public Relations program a success!

Special Thanks to our presenters, these professionals taught us how to effectively deliver our organization's message to the community!

If you missed it, you can find copies of the program handouts on our website, under resources.



Left - Billie Blair, President of the Santa Fe Community Foundation Center

Center - Anne Constable from The Santa Fe New Mexican

Right - Lynn Pitcher Komer of PK Public Relations

**EVERY MEMBER CAMPAIGN**

**Your Chance to Support Philanthropy and our New Mexico Chapter!**

The benefits to members of the Association of Fundraising Professionals (AFP) are substantial. Many of us, myself included, often don't realize just how much is available. Educational resources, a website loaded with fundraising information, and support to local chapters are just a few of the benefits our chapter members receive from AFP International. Those resources go beyond what our dues provide, so the AFP Foundation for Philanthropy helps to fill the gap.

The mission of the AFP Foundation for Philanthropy is to enhance philanthropy and volunteerism through programs of education, research and service that benefit those that lead, serve and support nonprofit institutions. Since 1973, the Foundation has supported the work of AFP by funding initiatives that benefit members, increase accessibility to educational programs, fund innovative research, and influence public and institutional opinions of fundraising and philanthropy.

When you contribute to the Every Member Campaign you will help AFP-New Mexico meet our chapter goal, **your donation comes back to the chapter through the Chapter Partnership Grant program - returning 25 percent of the contributions received from our members.** We also have the benefit of a Chamberlain Scholarship, which provides funding for a chapter member who is a first-time conference attendee to attend the International Conference on Fundraising.

To make your contribution today, please visit: [http://www.afpnet.org/ka/ka-3.cfm?content\\_item\\_id=1447&folder\\_id=2746](http://www.afpnet.org/ka/ka-3.cfm?content_item_id=1447&folder_id=2746).

Thank you,  
*Celia Merrill*  
President-Elect, NM Chapter-AFP

**Effectively Managing Investments for Nonprofit Organizations**

Presented by the Center for Nonprofit Excellence and the Chartered Financial Analysts Society of New Mexico

**June 23, 2009  
9:00-4:00**

Center for Nonprofit Excellence at United Way of Central New Mexico  
2340 Alamo Avenue SE, Suite 200, Albuquerque, NM 87106

\$50 includes lunch

**Register Now:** <http://www.centerfornonprofitexcellence.org/home/cnpe-calendar>

It doesn't matter how small or large your nonprofit is, when you have a fiduciary responsibility you need to keep up with best practices. Properly stewarding donor contributions and avoiding financial conflicts of interest are critical. Strengthen your ability to communicate investment returns and shepherd donor concerns. Learn how to write and implement an investment policy statement. Increase your knowledge of reducing risk and volatility through diversification; determine the most appropriate asset allocation for your organization. Understand and implement an SRI plan (Socially Responsible Investing). Get helpful hints on selecting investment managers and developing a spending policy.

In early 2009 the New Mexico Legislature passed a new UPMIFA (Uniform Prudent Management of Institutional Funds Act); learn how the new laws impact spending policies.

Share and learn about challenges your colleagues are facing during a difficult market environment. Bring your questions!

Who should attend? Executive Directors, Board Chairs, Finance, Audit, and Investment Committee members, Board members, Chief Financial Officers, Planned Giving Directors.

Questions? Contact Amy S. Duggan, Director, Center for Nonprofit Excellence at [amy@uwcnm.org](mailto:amy@uwcnm.org) or 505 247 3671.

We would like to Congratulate and Welcome our newest member of AFP-NM!

*Lorena Blanco*

**COMMITTEE VOLUNTEER OPPORTUNITIES**

We were pleased to announce in April that our Chapter has earned the special designation of "Friends Of Diversity".

To continue the work that we've started in this area, **we would love your help on the Diversity Committee.** If you are interested in learning more, please email, Roxanne at [rivera@afp-nm.org](mailto:rivera@afp-nm.org)



**Did you know that AFP memberships are for an individual and move with you to your new organization?**

**No Monthly Meeting in July!**

During the month of July, there will no luncheon meeting...a bit of a mini-vacation for everyone!. So, enjoy the sunshine but, please don't forget to register for the July 10 audio conference!

*\* Save - the - date \**

**August 13, 2009 – Transform Friends of your Event into Agency Family, Presented by Pamela Chavez**

This exciting August Program Luncheon will take place at the Indian Pueblo Cultural Center from 11:00 am until 1:00 pm on August 13<sup>th</sup>. Save-the-date in your calendars for a program not to be missed!

**AFP badges soon to be available for all members!**

If you haven't received your official name badges, we are in the works to rectify the situation! Name badges will soon be available for pick-up at our regular monthly luncheons. Please accept our apologies for any delays in getting yours!

If you have lost your badge or for any other reason need a replacement badge, please contact Peter Moulson at [pmoulson@afp-nm.org](mailto:pmoulson@afp-nm.org). There will be a nominal charge for replacement badges unless the problem was due to manufacturing or shipping.

**A truly big "Thank You" to AFP-NM Member, Lezlie Ann Kinney of Bright Ideas for her generous ongoing support of our chapter by providing the badges!**

**The AFP-NM Board of Directors extends a hearty Welcome and Congratulations to Susan Simons, CFRE.**

Susan was elected at the May board meeting to the position of Professional Development Chair.

Susan will join the Membership branch of the board and will be responsible for educating chapter members about the benefits of certification and assisting members interested in pursuing certification to attain their goals.

Susan has been an active AFP member since 1995 and has her own business, Simons Consulting Services.

**It's Easy to Give To The 2009 AFP Every Member Campaign.**

**Click "Make a Gift" in the green Quicklinks section at [www.afpnet.org](http://www.afpnet.org)**

**If you've changed jobs or your contact information, go to the Quicklinks section to update your membership records.**

**Not a member yet? Use the Quicklinks section to download your membership application!**

**AFP-NM Chapter Members are encouraged to submit newsletter story ideas to: Betsy Skye Smith [bsmith@afp-nm.org](mailto:bsmith@afp-nm.org)**

**National Museum of Nuclear Science & History - Director of Development**

Please visit: <http://afp-nm.org/career.htm> for full listing details.

**CURRENT CAREER LISTINGS**

As a service to our members and visitors, we are happy to provide links to other job-related pages for non-profits including the Center for Nonprofit Excellence: <http://centerfornonprofitexcellence.org/home/joblistings>