



The Link

AFP Newsletter

AFP-New Mexico Chapter

September 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

NEXT MEETING ON September 10

See page 3 for all the details

PRESIDENT'S MESSAGE

The crisp promise of fall isn't the only thing in the air - AFP's busiest season is approaching!

The Annual Meeting is in October, when our membership will vote on the slate for the 2010 Board of Directors – look for the announcement of the slate on September 10th.

On November 18th, we will host the annual National Philanthropy Day Awards Banquet – I hope you will join us to celebrate the philanthropists in New Mexico whose dedication has persevered even in today's challenging environment. If ever there was a time to show our appreciation for their partnerships, it is this year. Turn to page 2 to see this year's awardees and page 5 for information on how you can support NPD this year.

As we move full speed toward a new year of AFP NM leadership, I hope you will continue to think about what this chapter can do for you, and how we can help strengthen your skills in the fundraising profession. Please send your ideas for programs, education, training and networking to our board. We will begin shaping the 2010 strategic plan, and value your input.

Thank you!

Pamela Chavez
President, NM Chapter-AFP

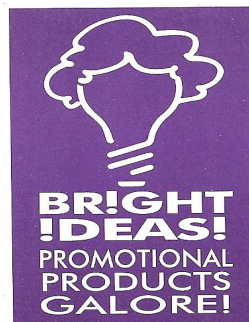
The AFP Information Exchange: Your New Member Benefit!

Have you checked out your newest member benefit yet? AFP has just posted five free papers for members from your peers to the new AFP Information Exchange on subjects including online fundraising, encouraging philanthropy during a recession, mergers and acquisitions, and annual board appeals. Each week, AFP will publish two new papers highlighting the knowledge and experience that only your colleagues can provide. The AFP Information Exchange is an exclusive benefit for AFP members! Just go to www.afpnet.org then go to Resource Center to Resource Tools.

AFP-New Mexico Chapter Member helps us all out!

A big-hearted Thank You to **Lezlie Ann Kinney**, owner of **Bright Ideas** (Promotional Products Galore!) for generously continuing to donate our AFP-NM member name badges. We've been without new badges for a while, but Bright Ideas came through for us--as ever!

If you haven't received your AFP name badge yet, pick yours up at the September 10th AFP luncheon at the Indian Pueblo Cultural Center. For more information contact Peter at pmoulson@afp-nm.org.



Lezlie Ann Kinney
lezlieannk@brightideasstore.com

**NATIONAL
PHILANTHROPY
DAY AWARDS
LUNCHEON:**

NOVEMBER 18, 2009

Doors open: 11:00A

Program: 11:30-1P

**SANDIA RESORT &
CASINO**

**30 Rainbow Road NE
Albuquerque, NM**

87113

505-796-7900

Registration Details

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CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day®

NATIONAL PHILANTHROPY DAY – A WORLD WITH A GIVING HEART 2009 AFP- NM CHAPTER AWARDEES

For more than 20 years, New Mexico's own National Philanthropy Day has honored those changing our world for the better. The AFP-NM Chapter is honored to announce the 2009 awardees:

OUTSTANDING BUSINESS/CORPORATION IN PHILANTHROPY: New Mexico Educators Federal Credit Union

OUTSTANDING LEADER IN PHILANTHROPY : Larry and Dorothy Rainosek

OUTSTANDING VOLUNTEER FUNDRAISER: Charmay Allred

OUTSTANDING FUNDRAISING PROFESSIONAL: LaDonna Hopkins

OUTSTANDING SERVICE ORGANIZATION: Assistance League of Albuquerque

OUTSTANDING FAMILY IN PHILANTHROPY: The Cates & Leischner Family

PRESIDENTIAL AWARD: Center for Nonprofit Excellence

Join us on **November 18th** to honor 2009 awardees for their service to our community. This most special event 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.

Special thanks to...

Title Sponsor:



Distinguished Sponsor:

**NEW MEXICO
BUSINESS WEEKLY**

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 lmcculloch@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

SEPTEMBER 10 - AFP LUNCHEON PROGRAM

“BUILDING VOLUNTEER & FUNDER RELATIONSHIPS WITH AND THROUGH VOLUNTEERS AND VOLUNTEERING”

- How can you effectively use volunteers as fundraisers?
- Where can you use volunteers in your organization?
 - Where should you start?

These and more questions about engaging volunteers in your organization will be answered at our next AFP luncheon. How many of us have been in a situation where we know it isn't the right time to ask a particular donor for money but it's time to visit them...so we try to think of some excuse to get in the door.

We are bringing together a fabulous group of professionals who can give you many reasons to visit that donor and in addition, walk away with a commitment from them to be more engaged in your mission.

This program looks at both sides of volunteering: recruiting new volunteers, and engaging current volunteers to assist with fundraising. It will also cover seeking a new relationship with a potential donor/funder by cultivating their employees as volunteers BEFORE asking them for money.

Panelists include:

Dara Ambriz, HR & Community Relations at Cardinal Health and President of the Corporate Volunteer Council; Debra Saine, Manager of MOVE (Mayor's Office on Volunteer Engagement); Scottie Asay, Community Relations For the French Family of Companies and Kristin Sabolcik, Community Liaison for PNM Resources.

When: Thursday, September 10th 11:00 am – 1:30 pm

**Location: Indian Pueblo Cultural Center, Pottery Room
2401 12th Street, NW, Albuquerque, NM 87104**

Use the entrance that fronts 12th Avenue (go to 2nd floor/above restaurant)

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, September 4, 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
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

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

SAVE-THE-DATE

OCTOBER 8 – AFP LUNCHEON PROGRAM

“Rapid Research Roundtables!”

- You won't want to miss this action-packed interactive luncheon...
- You will have a chance to Learn everything YOU want from the experts in development at our luncheon on Thursday, October 8th from 11:00 to 1:30.
- We will be meeting at the new home for New Mexico Dance Institute – **The Hiland Theater on Central Ave. This great space will give us lots of room to do some Rapid Research!**
- You will be able to spend 30 min at 3 different tables/topics or all of your time at one table...
- YOU CHOOSE. More details in the next newsletter!

EDUCATIONAL RESOURCES

SEPTEMBER 2 – WEB/AUDIO CONFERENCE

“Prospect Research: How to Use Philanthropy Data for the Most Effective Fundraising” Presented by Kathleen Rogers.

Enjoy this live broadcast and earn 1.5 CFRE hours!

Presenter: Kathleen Rogers

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

Length: 90 minutes

Location: Albuquerque Community Foundation
3301 Menaul Blvd. NE #2, Albuquerque, NM 87107

About the Event

Philanthropy data is critical to a strategic solicitation with a major gift prospect. All nonprofits and fundraising consultants should have access to the latest technologies and philanthropy data available. This session includes research fundamentals, advanced research and data mining/prospect identification (of current individual, corporate and foundation donors/prospects as well as new, external sources). Beginning or ‘accidental’ prospect researchers will learn how to quickly and easily find philanthropy data. Advanced fundraising professionals will become more efficient and effective researchers. Affinity, capacity, planned giving potential and non-donor matches will be discussed. Participants will also receive a complimentary prospect research workbook, a profile template and the opportunity to do independent hands-on research at a later date.

Learning Objectives

- ◇ Prospecting: the goals of research--identification, cultivation, solicitation and stewardship
- ◇ Finding Donors--Search specific individual, corporate and foundation examples
- ◇ Understanding Private Foundation (990-PF) Tax Records
- ◇ Keeping current with resources and trends including constituent exact-match screening

About the Presenter

Kathleen Rogers is director of strategic alliances for NOZA. Kathleen teams with nonprofits, fundraising consultants, AFP members and community organizations to benefit the nonprofit community by ensuring all have access to philanthropy data to build donor relationships and boost fundraising results. The architect of NOZA's website design, new features, and beta test program, Kathleen brings customer feedback into NOZA and teams with customer relations and software engineering groups to ensure the site is easy to use and nonprofit customers are happy.

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 August 30th

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

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!

SAVE-THE-DATES

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

- 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.

NATIONAL PHILANTHROPY DAY

November 18, 2009

Doors open at 11:00.am.

Program: 11:30-1p.m. Location: SANDIA RESORT & CASINO

The National Philanthropy Day Awards honor individuals and groups who, through their hard work and dedication, have enhanced philanthropy, their communities, and the world. Now, more than ever, philanthropic funders and fundraising professionals provide a message of hope and opportunity in uncertain times. See page 2 for a complete list of all the 2009 New Mexico Awardees.

You can help us celebrate and reflect on the meaning of giving, and all that it has made possible, in one of the following ways:

\$2,500 ADVANCING PHILANTHROPY Sponsor – Only 2 opportunities available!

Your support will ADVANCE PHILANTHROPY through the AFP-NM activities that provide networking and mentoring support to fundraising professionals in New Mexico, particularly underserved rural areas of the state.

Additional benefits: Priority location for Table of 10 with logo table sign, Advancing Philanthropy Sponsor recognition in the printed program; verbal recognition from podium during the program; company name listed on AFP-NM website with a link to your site, recognition article in one 2009 AFP-NM Chapter newsletter.

\$1,000 Leadership Sponsor

Your support will fund AFP-NM chapter outreach programs and services that help fundraiser members around the state serve their clients more effectively.

Additional benefits: Prominent location for Table of 10 with logo table sign, Leadership Sponsor recognition in printed program; verbal recognition from podium during program.

\$500 Table Sponsor

Your support will provide sponsorships and scholarships so small, statewide nonprofits can access workshops, conferences and webinars for skill building.

Additional benefits include: Table of 10 with table sign and recognition as a Table Sponsor in the printed program.

\$50 Spirit of Philanthropy Award

Know someone who has given back to our community that you would like to recognize at this event? We will ask these individuals to stand at the event, be recognized, and receive a token of our appreciation. This award is a surprise to the award recipient!

Can't purchase an entire NPD table?

Ask your Board members to each purchase a 'seat at the table' an **individual ticket is only \$45!**

Team up with another organization to split the cost to be recognized as a Table Sponsor!

Can't attend?

As a **\$100 Philanthropy Day Partner** you can demonstrate your support for National Philanthropy Day and AFP, and gain exposure for your organization. Your organization name will be listed in the printed program and with the National Philanthropy Day recognition on our website.

You can download the full sponsorship/registration form at www.afp-nm.org/philanthropy.htm

Options of payment include:

Secure online registration with a credit card at www.afp-nm.org/philanthropy.htm

Or you can mail in the registration form along with a check to:

AFP-NM
PO Box 37408
Albuquerque, NM 87176

This event sells out annually – your registration is not considered complete without payment!

Reservations and PAYMENT due by September 15

Questions call 505-239-9106

NEW MEXICO BUSINESS WEEKLY

WELCOME NEW AFP-NM MEMBERS!

*Maria Franco
Tapia,
Donor Relations
Heifer Interna-
tional*

*Debbie Haines-
Nix,
President
Heal, Inc*

*David Jenkins
Jr.,
Director of
Development
ACCH*

*Donna Luke,
Owner
Mamabear-
splace.com*

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

New Mexico Business Weekly – 2nd Annual Giving Guide

The New Mexico Business Weekly is proud to publish the 2nd annual Giving Guide, an overview of the wide range of nonprofits in our community that connects nonprofits with companies who give. In this challenging economic climate, the relationship between the business community and nonprofit agencies is receiving more attention than ever. And despite the tough economic conditions, local companies continue to support local and national nonprofits through corporate activities, donations, and sponsorships.

Among the many recipients of this corporate giving are food banks, cancer prevention and treatment organizations, and boys and girls clubs, just to name a few. As many are quick to point out, this is not an all-inclusive guide of every nonprofit organization in the area. In fact, only those organizations who choose to participate or those that are sponsored by a company are featured.

In an effort to encourage participation, the New Mexico Business Weekly underwrites ALL nonprofits by reducing the cost of a two-page spread in the book by more than 60%. Many of our non-profits have their space underwritten by a supporting corporation. For more details on getting your organization and the non-profit it supports profiled in this resource, please contact Rebecca Lynch or rlynch@bizjournals.com. The Giving Guide publishes November 13, and more than 10,000 copies are distributed to business leaders throughout the region and throughout the year. We want to get this information in the hands of our readers before Thanksgiving and the traditional "season of giving."

Our non-profit organizations have been extremely fortunate to enjoy the continued support of New Mexico's business community. I hope I'll see your company and your favorite nonprofit in the 2010 Giving Guide! Please let me know if you have any questions. Nancy Salem Publisher, New Mexico Business Weekly or nsalem@bizjournals.com

CURRENT CAREER LISTINGS

As a service to our membership, the New Mexico Chapter posts relevant job openings for up to 30 days. There is no fee for these listings and we do not have any information other than what is listed here. If you have questions, please contact the appropriate individuals or organizations for each [listing](#). If you have a job opening you wish to post, please [click here and complete our online posting form](#).

Museum of New Mexico Foundation—Director of Development
Albuquerque Health Care for the Homeless - Development Officer
Leukemia & Lymphoma Society - Campaign Manager
Santa Fe Community Foundation - CEO
Carrie Tingley Hospital Foundation - Donor Relations and Events Coordinator
Girl Scouts of New Mexico Trails - Chief Executive Officer
National Dance Institute of New Mexico - Associate Director of Development

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

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