



The Link

MAY 2010

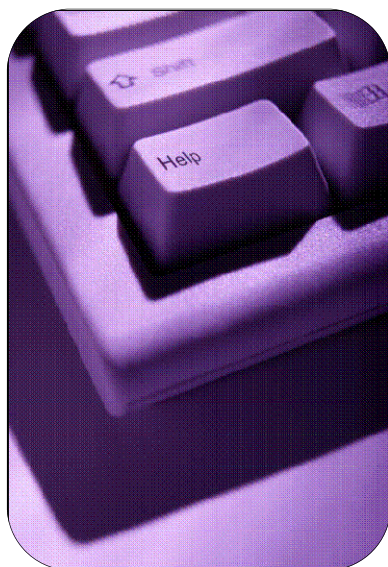
UPCOMING MEETINGS

- May 13th
- June 10th
- July
No Meeting
- August 12th
- September 9th
- October 14th
- November 15th
Philanthropy Day
- December 9th

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HELP! Now what do I do?



As fundraising professionals (or the THIRD SECTOR, as the Brits call it) everyone of us have uttered the sentence above, either aloud or in our minds. If we didn't have crises or tough issues to face from time to time, this wouldn't be called work, would it? But what is the best way to handle crisis and tough times? And can we use those episodes to make our organizations stronger afterwards?

On Thursday, May 13th at the monthly AFP-NM luncheon at the Nativo Lodge, Tom Carroll, President of Carroll Strategies, public relations and crisis management expert, tells us how to tackle those sensitive issues, manage our organization's reputation through bad times and make our organizations stronger.

AFP May Luncheon At-a-Glance...

Topic: HELP! Now what do I do? presented by Tom Carroll, President of Carroll Strategies

When: Thursday, May 13th; Networking begins at 11 a.m.; Luncheon & Presentation 11:30 a.m. - 1 p.m.

Where: Nativo Lodge, 6000 Pan American East Freeway NE (near I-25 & San Mateo)

Cost: \$25 for AFP members/\$30 for non-members

Register at www.AFP-NM.org by 5 p.m. on Friday, May 7th. Late registration fee of \$5 after the registration deadline. Call 505-239-9106 or email MarJohnsonAFP-NM@comcast.net for more information.

Save-the-Day for the June AFP Luncheon: We all know that the only certainties in life are change and taxes-but what's a fundraising professional to do when they come together. Plan on attending the June 10th AFP luncheon, where Steve Livingston from Meyners and Company talks with us about the changes to tax laws affecting non-profits and how we can take advantage of them.

AFP-NM is on Facebook. Fan us at www.facebook.com/AFPNewMexico!

President's Message

From Celia Merrill, Golden Apple Foundation of New Mexico



“You have a noble vocation...a calling to make the world more compassionate, more caring, more gentle.”

Imagine hearing those words from Archbishop Desmond Tutu. This was the affirmation he gave to more than 3,500 fundraising professionals at the 47th Annual AFP International Conference on Fundraising in Baltimore. What an encouraging message, what a wonderful boost to the work we do to hear from this awe-inspiring world leader!

The conference was an extraordinary learning experience, and I was honored to attend as your President for AFP-New Mexico. Our chapter was honored as one of only 25 chapters to receive the Friends of Diversity designation, thanks to Martha Mondragon-Guerin's work to put together the

application, and the programs provided in 2009 by Roxanne Rivera-Wiest.

Lee Woodruff, wife of ABC's Bob Woodruff, was another inspirational keynoter. She described the difficulty their family faced in the weeks following his brain injury in Iraq. With the nonprofit organization the Woodruffs have founded for soldiers with traumatic brain injury, Lee has a clear understanding of the work of fundraisers. Her storytelling captured our attention and also set an excellent example of the power of this communication strategy.

I tend to be a bit skeptical of conferences, with their brief segments of high-level information. But I found every session I attended to be well worth the time, whether on the topic of corporate alliances,

trends in major donor giving, or social entrepreneurship. What was hard was choosing which to attend of the dozen or more topics offered at every time slot. One of my favorites was the session with Dan Heath, co-author with his brother Chip of the best-selling *Made to Stick* and the just-released *Switch*, full of thought-provoking insights and humor about the difficulty of change.

Next year the conference will be in Chicago, a bit easier to get to for us New Mexicans. Mark your calendars for March 20-23, 2011; I highly recommend this way to re-charge your learning and your productivity.

Welcome New Members

Iris Brackett

Sanford Coon, Executive Director, New Mexico Conference Methodist Foundation, Inc.

Eric Johnson, Project Manager, Marron and Associates

Sarah Latimer, Assistant Director, Development, Albuquerque Academy

AFP Audio Conferences: Evaluation Tools That Can Strengthen Your Development Program



Looking for evaluation tools to assist you in assessing your current development program? If you've wondered how to conduct an internal assessment of your development program this two-part series is for you!

TUESDAY, MAY 11th, 2010, Evaluation Tools That Can Strengthen Your Development Program: Part 1 of a two-part series.

TUESDAY MAY 18th, Using Evaluation Tools to Strengthen Your Development Program: Part 2 of a two-part series.

Enjoy this live broadcast and earn 1.5 CFRE hours!

Presenter: Linda Lysakowski, ACFRE

Time 11:00 a.m. MDT (Arrive by 10:50 a.m.)

Length: 90 minutes

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

About the Two-Part Series

Part 1 of the two-part series will help you to determine which parts of your development program needs evaluation. Part 2 focuses on areas of improvement within the various development programs. Objectives of this series are:

- Perform an internal assessment of your development program strengths and weaknesses
- Analyze your infrastructure needs
- Analyze your human resource needs

About the Presenter

Linda Lysakowski, ACFRE is President/CEO of CAPITAL VENTURE, a full service consulting firm with offices throughout the United States, celebrating its 15th year in business in 2008. Linda is one of only 81 professionals worldwide to hold the Advanced Certified Fund Raising Executive designation. 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.

AFP Audio Conferences are FREE for anyone attending but please register one week prior to the event.

- Audio Conferences begin promptly at 11:00 a.m. MDT (Arrive by 10:50 a.m.); each are 90 minutes long.
- Audio Conferences take place at the Albuquerque Community Foundation, 3301 Menaul Blvd. NE #2, Albuquerque, NM 87107. (If the location changes you will be notified prior to the event.)
- Handouts will be emailed to attendees the day before the event; please print out your own set of copies and bring them with you.
- Bring a snack or a brown bag lunch!

For more information or to register call 505-239-9106 or send an email to MarJohnsonAFP-NM@comcast.net.

AFP Member Benefit - Previously Aired Audio Conferences Available On-Line!

Because scheduling time away from the office can be tricky, visit the "members only" section of our web site at www.AFP-NM.org/member_info.htm to listen to previously aired Audio Conferences.

Save-the-Date - AFP-NM Chapter Live - Audio Conferences Coming in June & July

Wednesday, June 9th "50 Asks in 50 Weeks: How to Jumpstart Your Small Development Office," Presenter: Amy Eisenstein, MPA, CFRE

Wednesday, July 14th "Legacy Giving Building Blocks: A Simple Approach to Attracting Long-Term Support," Presenter: Caleb Rick, JD

Wednesday, July 27th "Developing a Planned Giving Marketing Plan," Presenter: Timothy Logan, ACFRE

AFP-NM Member News

2010 Every Member Campaign - Your Opportunity to Support Philanthropy & Our Chapter

The Association of Fundraising Professionals has its own fundraising arm - the AFP Foundation for Philanthropy. Its mission 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 Every Member Campaign has funded initiatives that benefit members, increased accessibility to educational programs, funded innovative research and influenced public and institutional opinions of fundraising and philanthropy.

This means that you, as an AFP member, have access to a multitude of resources to further your fundraising career. Benefits include an AFP website chock-full of fundraising information, scholarship support to attend AFP conferences (one example is the Chamberlain scholarship) and AFP-International support of our New Mexico chapter.

In 2010, our chapter's goal is \$2,500. When you contribute to the Every Member Campaign and the chapter meets its goal, 25 percent of the proceeds come directly back to the New Mexico Chapter. The remainder supports AFP International's programs and resources mentioned above. As a result of the 2009 campaign, our New Mexico chapter received more than \$600 and will be utilizing those funds to host a complimentary members-only breakfast with a CFRE component. Details will follow.

It's easy to pledge and/or donate and any contribution is much appreciated. Visit www.AFP-NM.org for more information. Thank you for your support!

Submitted by Kathleen Raskob, Resource Development Director, Samaritan Counseling Center, and President-Elect, AFP-NM Chapter

Two Board Positions Now Open, All Open Soon

The Nomination Committee is currently seeking AFP members who are interested in being considered for two vacant board positions:

Membership Chair: Recruits new members, maintains current membership roster, helps retain members by working with the Membership & Networking area of AFP NM to stay responsive to member needs

Awards & Selection Chair: Assists AFP NM board with awards and recognition throughout the year; Leads the Nomination and Selection process for the National Philanthropy Day Awards Banquet award recipients (Note – this committee will meet in early June to select the award recipients as nominations are due May 28th).

Nominations will be open on June 1st for

all 2011 board positions: all current AFP members in good standing are encouraged to consider a leadership role in the New Mexico Chapter. Nominations are due by July 16th.

Please contact Pamela Chavez, Owner, Collaboration\$ Consulting, (vandpc@swcp.com, 792-2518) if you have questions about any of these positions.

Innovation Enriches NPD 2010!



Planning for the National Philanthropy Day Awards Banquet is taking on a new look, and **TEAM NPD**

hopes you'll give us a second thought!

NOMINATIONS DUE MAY 28th – go online to nominate your favorite philanthropists!!

NEW CATEGORIES: Three new awards categories promise to really jazz

up the November program, and bring recognition to more generous philanthropists:

Southern and Northern NM Outstanding Leaders in Philanthropy – in addition to an Albuquerque Leader, we will also select a leader from both Southern and Northern NM – **AND WE NEED YOU TO HELP US FIND THEM AND NOMINATE THEM!**

Youth Collaboration Award – to recognize a group of youth impacting their Community

TEAM NPD is already going strong, with new committee members from

among the event sponsors and previous award recipients. **TEAM NPD** is collaborating with the Albuquerque Academy "Community Builders Program" to enhance the spirit of philanthropy with new perspectives.

Monthly meetings are lively, focused on brainstorming and geared toward sharing the action items among the dedicated committee. **COME JOIN US!**

Please contact Pamela Chavez, Owner, Collaboration\$ Consulting, (vandpc@swcp.com, 792-2518) for more information about **TEAM NPD** – the Steering Committee for NPD.

20 Questions with AFP-NM Member... Kristine Purrington



1) What is your current job? Executive Director, Albuquerque Youth Symphony Program, Inc. (for) 13 years.

2) How many years have you been involved in fundraising? 17 years.

3) What has been your most memorable experience as a fundraiser? Last year, my 13-year old daughter and her friend formed a team for the MS Walk. It was a pleasure to see her fearlessly ask friends, family and strangers to support the cause – and her amazement and happiness when they gave! How rewarding to witness her finding an interest near to her heart and working hard to make a difference. I couldn't have been more proud and pleased that she experienced the deep satisfaction of helping others through fundraising.

4) What advice would you give to fundraisers about working in today's uncertain economy? Giving won't ever go away. Don't be defeatist before you even start. Keep offering people the opportunity to do good and to invest in your cause.

5) If you could change one thing about the fundraising profession, what would it be? I can't think of anything I'd change. We help some of the most worthy organizations survive and thrive. We make our communities stronger and healthier. And I really enjoy being a part of a very supportive, positive group of fundraising professionals here in Albuquerque.

6) What do you know now that you wish you had known when you were younger? From personal experience? Get a well-rounded education! Even though you want it, you might not turn out to be the first woman French Horn player in the Tonight Show Band. It's always good to have a plan B, C and D.

7) If you could start your career over again, what, if anything, would you do differently? I don't think I would do anything differently. I think that nothing is wasted. Every experience teaches, prepares us for the next step.

8) Who has been your most influential role model or mentor? I love reading stories of people who have devoted their lives to make great changes in the world. Mother Theresa, His Holiness the Dalai Lama, Greg Mortensen – and others – all inspire me. I have also taken Lynne Twist's perspective and message to heart and enjoyed hearing her speak when she has visited Albuquerque.

9) What is the best career advice you ever received? Find a career that you believe in, that makes you happy, and you will never "go to work." (And) "Work is love made visible" Kahlil Gibran

10) How long have you been a member of AFP? At least 10 years.

11) What is your motto? *Practice gratitude.* I try to find peace through being grateful every day.

12) Where are you from? Beautiful Pagosa Springs, Colorado

13) What is your favorite 'get-a-way' spot in New Mexico? I'll be honest. If I'm getting away, I usually go over the border to Pagosa Springs. It's a four-hour drive. At the end of it, I get to be spoiled by my parents and visit my 90-year old grandmother.

14) What do you spend your 'extra' money on? Going to concerts or shows with my daughter.

15) What do you think is the best part about living in New Mexico? I love the weather, the beauty and the light in New Mexico.

16) If you could change one thing about New Mexico, what would it be? I'd get rid of at least half of our wind. Less trash would be nice, too.

17) What is one hidden New Mexico treasure that others should know about? The Albuquerque Youth Symphony Program. Our concerts are the best deal in town. Every single one is an inspiring success story that features wonderful young musicians playing at an unbelievably high level. www.aysmusic.org

18) What do you do to de-stress? My dog, Charlie Brown, reminds me to live in the moment. I walk daily with him. When we've finished, we're both calmer and happier.

19) If you could try another profession for one day, what would it be? I'd like to be an opera diva. I've always dreamed of singing the "Queen of the Night" aria in The Magic Flute. (Side note: this will never happen in this lifetime for me...)

20) What is one fundraising best practice that you can share with other AFP members? Collaboration and sharing makes us – and our community – stronger. Remember that a high tide raises all ships; we're all in this together.

Become a Certified Fundraising Professional -- It Pays!



In the U.S., Certified Fund Raising Executives (CFRE) earn 17 percent more than their non-certified colleagues.

You are ready to become certified if. . .

- You are a fundraising professional with five years experience
- You are interested in advancing your professional career
- You are even thinking about professional fundraising accreditation - CFRE
- You want greater financial and public recognition of your work

Take this important career step now. What have you got to lose? If you have questions or just want to talk to someone about CFRE, please contact:

- Maureen Simmons, CFRE, maureen_simmons@msn.com (New Mexico);
- Trisha Dunbar, CFRE at dunbart@vnatexas.org or 214-689-2265 or
- Fran Lobpries, CFRE at flobpries@prescs.org or 214-413-4130
- CFRE Website: www.cfre.org

RESOURCES

2010 DFW CFRE Review Course

When: Tuesday-Wednesday, June 22-23, 2010; 8:30 a.m.-5 p.m.

Where: Sheraton Arlington Hotel, Arlington, Texas

Lodging: Sheraton Arlington Hotel

Registration information: www.dfwphilanthropyconference.com

AFP-NM CFRE Mentorship Program

Contact Maureen Simmons for information: maureen_simmons@msn.com

CFRE Certified Fundraisers in New Mexico

Kelley Shull Tredwin

Barbara Wise

Marian Bolton

Cindy Adams

Stanley Weinstein, ACFRE

Susan Walton

Mark Hohnstreiter

Rebecca Dukes

Pamela Hurd-Knief

Steven Ross

Linda Off

Susan Simons

Kathryn Peck

Judith Motyka

Dawn Starostka

Charlene Cerny

Nancy Sharp

Deborah Rabe-San Roman

Terra Van Winter

Abigayle Tobia

Kevin Hagen

Maureen Simmons

Cyndi Ankiwicz

Joy Wohl LeCuyer

Kenneth Thompson

Dawne Bell

4th Planned Giving Summer Boot Camp on Friday, June 11th in Austin, Texas

The AFP Greater Austin Chapter and the Planned Giving Council of Central Texas (PPP-formerly NCPG) will hold their Planned Giving Summer Boot Camp on Friday, June 11th at St. David's Episcopal Church in Austin. This intensive, one-day planned giving seminar will be useful whether planned giving is something new or you have years of experience.

This event will have two tracks: **Basic and Beginner** for those who need some initial training, and **Intermediate and Advanced** for experienced professionals.

The cost is \$75 for AFP and PPP members, \$95 for non members. Parking is included.

Space is limited. To register, or for more information, please visit www.afpaustin.org.