

2015 EDUCATIONAL CONFERENCE TO FEATURE NATIONAL SPEAKERS

AFPGV is pleased to offer an exceptional educational opportunity for advancement professionals and all non-profit leaders that is close to home and reasonably priced. According to 2015 Conference Co-Chair Karen Higman, “the true excitement of this year’s event is that we are bringing nationally-known speakers to Rochester and our audience will hear from those who have a broad perspective.” The format of this year’s conference is also more flexible and comprehensive than in years past.

Participants may attend a full-day of sessions and experience both speakers, or a half-day by choosing one speaker. Both options include lunch, which will feature a new opportunity for facilitated networking on various professional topics. The Conference will be held on Thursday, April 16, from 8:30 a.m. through 3:30 p.m. at the R.I.T. Inn and Conference Center. The day will begin with networking and continental breakfast starting at 7:45 a.m.

Inspirational remarks from 2014 Farash Prize for Entrepreneurship recipient Sr. Christine Wagner of St. Joseph’s Neighborhood Center, Inc. will kick-off this unique Conference. “Sr. Chris” will offer attendees a glimpse into how she parlayed her belief in the mission of her work into organizational success.

◀ EXPAND YOUR HORIZONS ▶

Learning from National Perspectives
Featuring Bruce Berglund & Abbie von Schlegell

The morning session features Abbie von Schlegell, CFRE, Principal of A. von Schlegell & Co. who will discuss the powerful and important role that women play in the vitality of nonprofits. She will provide hard data that attendees can take back to the office and share with colleagues.

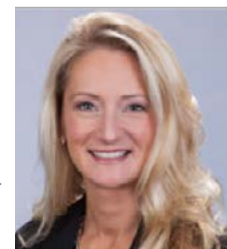
Her talk, “New Trends in Philanthropic Behavior by Gender: Will Mars and Venus Ever Meet?” is pertinent for **all organizations**, and offers a perspective that is not often considered in development strategy. Ms. von Schlegell is a well-respected consultant who worked with Marts & Lundy and Brakeley Briscoe, as well as serving as a senior development officer at four other institutions. She is an adjunct professor at Boston University, editor of the book *Women as Donors, Women as Philanthropists*, and the 1990 recipient of the AFP International’s President’s Award.

The luncheon hour will give Conference-goers a new option to participate in “Table Topics” facilitated by local advancement professionals and allied leaders. Enjoy your meal while you chat about mobile bidding, giving societies, special event planning, and much more.

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PRESIDENT’S NOTE: MELANIE BARNAS-SIMMONS

We are a Community



We often discuss and debate at our AFPGV Board meetings two topics very important to us:

1. Providing our members quality benefits that make them appreciate and want to retain their membership.
2. Recruiting new members who maybe just haven’t quite been convinced yet to take the plunge.

What’s holding you back? For some, I understand that the money might just not be in your organization’s budget. That is why we have increased scholarship opportunities for membership through the Karen Gaffney Scholarship. Thanks to our members’ generous gifts to AFP’s Be The Cause Campaign, we can keep costs of programming and conferences at a reasonable level. Many networking opportunities like our Capitol Campaigns Group, Solo Shops Seminars, Young Professionals Outings and Seasoned Professionals Group are free to attend.

Maybe you are new to fundraising and not sure if AFP is really worth the money

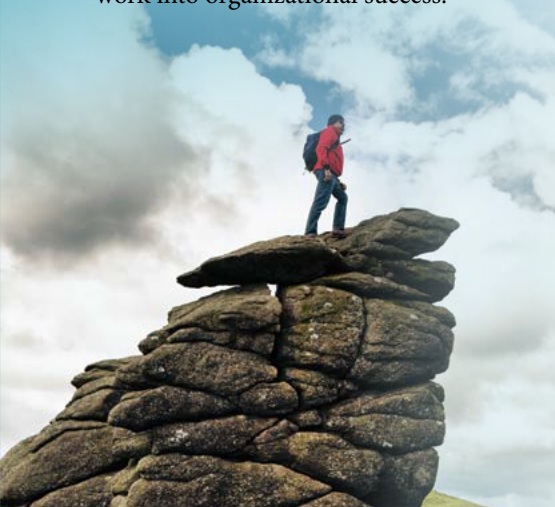
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Association of Fundraising Professionals – Genesee Valley Chapter

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Chapter & Verse newsletter

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Wayne Bulling, Graphic Design



CONFERENCE *continued*

The afternoon session features Bruce Berglund, CFRE who founded Donor by Design Group following a 25-year career as a senior advancement professional in the fields of higher education, arts and culture, and social services. Berglund was the Chief Development Officer for Doane College, The Saint Louis Art Museum, local YMCAs in St. Louis and Milwaukee, followed by the YMCA of the USA. He is a highly sought-after writer, speaker and teacher whose firm currently manages more than \$1 billion in capital, annual, and endowment campaigns. Berglund's topic is critically-important to all non-profits, "Transforming Your Board: Strategies to Recruit and Keep 'Big L' Leaders". "I'll help you identify and create a plan to find the 'Big L' leaders who will help you achieve your goals and put your mission into action in your community," said Berglund.


Attendance at this year's conference is a must for nonprofit organizations of all sizes because it covers topics that

affect everyone. Take advantage of this opportunity to "Expand Your Horizons" and attend this day-long event that is value-priced. We won't even charge you for parking! Go to www.afpgv.org now to register for extra savings.

Full participation is applicable for 5.0 points in category 1B – Education for CFRE initial application and/or recertification.

Thank you to our Lead Sponsors:


Rochester Regional Health System and the YMCA of Greater Rochester; Partner Sponsors: Innovative Solutions, University of Rochester, and GiveGab; and Exhibitors: Cooley Group, Greater Giving, Karpus Investment Management, Phoenix Graphics, Strathallan, and Tim Thomas and Associates.

We have space for one more exhibitor. Call the AFPGV office at 585-586-7810 and reserve your space today! 

PRESIDENT *continued*

or time. Actually, this is the PERFECT time to join as the young professional membership is only \$75. Plus you have so much to learn and so many people in this industry who want to meet you and network with you.

Now let me talk to the veterans. We have a wealth of seasoned development professionals in this community. It's truly amazing. Why do you need AFP? You certainly have the connections and experience that you have worked so hard to develop. We need each other. We need you to mentor the next generation. You will meet some fantastic high energy folks who want your advice and guidance. Would you like to be a speaker at an upcoming program? How about mentoring a young professional? Maybe you'll meet the next person you want to hire in your department.

Whatever your hesitation may be, please reach out and let me know. Chapter leadership needs your advice, guidance and feedback. Thank you for all you do to make our AFPGV community a better place. 

AFPGV SUCCESS WITH BE THE CAUSE CAMPAIGN

By Ryan Kelly

Thanks to our wonderful chapter members, we surpassed our 2014 **BE the CAUSE** campaign goal and successfully raised \$6,305!

BE the CAUSE (formally the Every Member Campaign) was introduced in 2014 as the new annual fund cooperative campaign of the AFP Foundation for Philanthropy and AFP Chapters in the United States. As development professionals, we certainly understand the importance of annual giving and giving back. Philanthropy has the power to transform society and fundraisers, like you, play a major role in this process. The BE the CAUSE Campaign embodies the importance and impact of a profession that values ethical and effective fundraising in the world and works in the interest of the public good. The campaign demonstrates what fundraisers do and why we do it.

- Because education, training, mentoring and research empower fundraisers.
- Because ethical and effective fundraising strengthen causes.
- Because donors and volunteers supporting causes they value transform society.




Your support of the AFP Foundation is above and beyond AFP dues. When you join AFP, you receive products, programs and services in exchange for your membership. The AFP Foundation raises revenue for fundraising innovation to underwrite the creation of new or enhance existing programs and services—adding value to your membership. The AFP Foundation also works to raise awareness about the role and impact of fundraising in philanthropy to

nonprofit leaders and donors and the general public. Your gift is a strategic investment in you chapter, supporting key initiatives such as diversity and inclusion, professional education and leadership development, research and scholarships.

Be on the lookout for the launch of the 2015 BE the CAUSE campaign and please donate! When you give back to our annual fund you are part of something that really matters. You truly make a difference locally, nationally and globally and you build the capacity of philanthropy for the greater good.

This year, we are encouraging our members to join the Alpha Society with a monthly, recurring donation of \$10.00 or more. Please visit www.afpfoundation.org/bethecause for more information and to make your gift today!

Thank you, again, for all that you do. 

LEARN MORE ABOUT FUNDRAISING WITH A SCHOLARSHIP

By Anne McKenna, CFRE

At AFPGV we emphasize professional development. One of the most substantial ways that we do this is by offering scholarships to help lessen the cost of attending some of the great ways to gain knowledge of our field.

AFPGV is pleased to offer several scholarships throughout the year for membership or for professional development. Here is a brief description of these scholarships and how they came about.

The Meyers Scholarship Fund was started by the AFPGV Board of Directors in honor of Daniel M. Meyers, and his contributions to the fundraising profession, when he was recognized as "International Fundraising Executive of the Year" by AFP in 2000.

The Meyers Scholarship helps individuals serving not-for-profit organizations that want to develop their knowledge and skills; but cannot easily afford the cost of professional development. The Meyers Scholarship is awarded to two individuals each year, in order for them to attend the annual Regional Conference. The scholarship covers the full cost of conference attendance for both recipients.


The Jill Pranger Scholarship was established in honor of Jill's many accomplishments. In 2006, Jill, a Past President of AFPGV, was honored with AFPGV's Fundraising Executive of the Year Award. That year, Jill also achieved Advanced Certified Fundraising Executive (ACFRE) designation, an

advanced certification held by only 100 people in the world. The Scholarship is intended to encourage AFP professionals to pursue Certified Fundraising Executive (CFRE) designation. There are two scholarships awarded each year that cover 50% of the CFRE Review Course cost, which is \$390 for AFP members and \$490 for non-members. The scholarship does not cover any portion of the exam fees.

Established in 2013, the **Karen M. Gaffney Scholarship** promotes and enhances the professional development of fund raising professionals by encouraging involvement and membership in the Genesee Valley Chapter of AFP. Karen M. Gaffney, CFRE was a respected colleague and 2012 Clinger Award recipient. She was a strong supporter of the Genesee Valley Chapter, serving most recently on the board of directors as treasurer and secretary at the time of her untimely passing in 2013. She was passionate about fund raising, professional development and mentoring fellow development professionals through AFP.

In recognition of her significant contributions to the profession and the organization, the scholarship program was named in her honor by the AFPGV Board of Directors. Two membership scholarships will be awarded to each year (one full membership and one YP membership), covering half of the cost of AFP membership.

There is also a **Ralph E. Chamberlain Scholarship** which enables members to apply for funds to cover their attendance in the AFP International Conference. This is given by AFPGV and AFP International, to one individual, and is approximately \$1,600.

Donations to all of these funds in honor of Dan Meyers or Jill Pranger, or in memory of Karen Gaffney are welcome. You can make your donation to AFP, Genesee Valley Chapter, and note that it is restricted to one or more of these funds. You can also donate online. For more information, or to submit a scholarship application, visit www.afpgv.org. 



Upcoming Events

Friday, April 17, 2015

Capital Campaigns Networking Group: Breakfast at Panera Bread, Twelve Corners (Brighton)

Wednesday, April 29, 2015

AFP Webinar at the University of Rochester: Find High Capacity Prospects Hiding in Plain Sight

Wednesday, May 6, 2015

Solo Shops Networking Group: Lunch at United Way

Thursday, May 7, 2015

AFP Webinar at the University of Rochester: Seven Secrets of Successful Solicitations

Thursday, May 14, 2015

Young Professionals Networking Group: Brown Bag Lunch with Guest Speaker - Location and Topic TBD

Friday, May 15, 2015

Capital Campaigns Networking Group: Breakfast at Panera Bread, Twelve Corners (Brighton)

Thursday, May 21, 2015

Senior Advancement Professionals Networking Group: Happy Hour at Mario's Restaurant, 2740 Monroe Ave.

Wednesday, June 3, 2015

AFPGV Breakfast Program at Locust Hill Country Club
Topic: Social Media
Speaker: Cynthia Pacia

Tuesday, June 16, 2015

Young Professionals Networking Group: Lunch at Leo's Bakery & Deli, 101 Despatch Road, East Rochester

Thursday, June 18, 2015

AFP Webinar at the University of Rochester: Why and How to Use Social Media to Show Gratitude to Donors

Friday, June 19, 2015

Capital Campaigns Networking Group: Breakfast at Panera Bread, Twelve Corners (Brighton)

To see the full listing of the year's events, please visit www.afpgv.org. 

WELCOME NEW MEMBERS

Join us in welcoming the newest members of AFIGV!

Lauren Apt

Events and Database Coordinator at Pluta Cancer Center Foundation

Jamie L. Bishop, MBA

Executive Director at Pluta Cancer Center Foundation

Julie Burke

Development Manager at Foodlink

Dan Christner

Associate Director for Chapter Programs at Rochester Institute of Technology

Kelly Conlan

Coordinator of Annual Giving at the YMCA of Greater Rochester

Stephen A. Dare

Senior Associate VP of Advancement for Academic Programs at the University of Rochester

Alexis Ganter

Marketing & Special Events Director at Veterans Outreach Center, Inc

Aaron Godert, MBA, MS

CTO & Co-Founder at GiveGab

Kelly Harris

Director of Administration at the Alzheimer's Association

Crisandra Harrison

Dir of Donor Relations & Annual Giving at The Strong

Jenna Hiller

Kristen Hoag

Veterans Outreach Center, Inc.

Mia Hodgins

Assistant Director of Development at the Monroe Community College Foundation

Jonathan Hoose

Grant Writer at Center For Disability Rights, Inc.

Lisa Hunt

Development Operations Manager at Hochstein School of Music & Dance

Christopher M. Jordan

Assistant Director at Unity Health Foundation

Erin E. Kinney

Elise M. Miklich, BA

Kathy Miller

Administrative & Volunteer Coordinator at Rochester Philharmonic Orchestra

Meghan Mueller

Development Associate at Geva Theatre Center

Charlie Mulligan

CEO of GiveGab

Erin O'Donnell

Development Coordinator at Pluta Cancer Center Foundation

Jessica Pritchard

System Administrator at Al Sigl Foundation

Vanessa Pschirrer

Associate Director of Development at the Alzheimer's Association

Jennifer Richardson

Director Medical Center Advancement at the University of Rochester

Kaitlyn Richardson

Special Events Coordinator at the Mary Cariola Children's Center

Kristin E. Salter

Development Manager at the Center For Disability Rights, Inc.

Michelle Scaglione

Development Coordinator at Make A Wish

Roberta Schwartz

Kelli Shaffner, BA

Grants and Development Manager at the Empire Justice Center

Ashley Steeves

Director of Development at Camp Haccamo

James Thompson

Sagacity Partners

Kim Vali

Kevin Wilson

Executive Coordinator at Rochester Childfirst Network

Chapter Leadership

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Director of Major Gifts, Rochester General Hospital Foundation, Rochester Regional Health System Foundations

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Anne McKenna, CFRE

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John Williams

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VP of Marketing: Tiffany Paine-Cirrincone

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Meaghan de Chateauvieux

2015 Regional Conference Co-Chair:
Karen Higman

Chapter Administrator:
Brenda Thornton