



# TREASURE COAST CHAPTER

## Member Newsletter

July 2011

### 2011 Board

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**Joanne W. Towner, CFRE**  
Consultant

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Director of Development, The Elliott Museum

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Martin County

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**National Philanthropy Day Chair**

**Gigi Suntum**  
Executive Director, Caring Children, Clothing Children

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Director of Development, The Pine School

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Consultant

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**Glenna Parris**  
Foundation Director, Treasure Coast Hospice



### Message From: Joanne Towner, CFRE Chapter President

How fortunate we are to live along the Treasure Coast; able to enjoy a beautiful summer with family and friends following another very successful and rewarding philanthropic "season".

On June 9<sup>th</sup> the chapter Board held a Strategic Planning Retreat. I want to thank everyone for dedicating their day centered on discussions of the 4 core elements and goals in our current strategic plan, chapter achievements, challenges, and recommendations for strategic plan 2011-2013. Val Lay, AFP IHQ chapter services director serving chapters in Central US, Florida and Georgia, facilitated the retreat. We're grateful for her valuable assistance and most appreciated learning the myriad of benefits available through AFP membership.

Before leaving, Val shared with me how proud she was of our Board leadership and how hard they worked over the course of the day to set the path for the chapter's future and mission of sustaining philanthropy and ethical fundraising in our communities. Her full report with recommendations for our chapter will soon be shared. A very special thank you to Louise Murtaugh, Martin County Director, for hosting the retreat, for the amazing luncheon catered by Chef Mark Muller (772-418-0724) and for accommodating Val with a "homey" place to stay.

The Florida Caucus will soon have final numbers, survey results and profits from Planet Philanthropy 2011. Work on the potential Planet Philanthropy 2012 collaboration with AFP IHQ's new TechKnow Conference in early June 2012 in Orlando continues.

An exciting new tool, the AFP Ethics Assessment Inventory™ (EAI) launches in July as an ethics assessment tool available online for voluntary use. A member benefit, the EAI is based on research from the Center for Ethical Business Cultures (CEBC) at the University of St. Thomas—Minnesota and input from almost 2,000 AFP members. A 14-item online survey will provide a snapshot of your ethical performance and allow confidential comparisons with AFP peers. This development tool will help you and organizations assess and strengthen the ethical dimensions of their practice; fundraisers can examine their personal ethical performance, that of the organizations in which they work and that of their AFP peers. (continued page 2)

**Message From:**  
**Joanne Towner, CFRE**  
**Chapter President (continued)**

Have you noticed the audio/visual message that appears at the top of each issue of AFP eWire? Those are brought to you by GoldMail. GoldMail is a great new fundraising and communications resource from AFP for Chapters and Members. AFP has found that GoldMail messages in eWire are a powerful way to bring a human element and enhance e-mail response rates. Be sure to click in and hear the latest update.

Please note an important message regarding trademark infringement - "Lunch 'N Learn" and "Lunch and Learn" are a protected trademark owned by Employee Development Systems Inc. Any use of these phrases by an AFP chapter/member could represent potential trademark or service mark infringement so it's imperative to avoid using these phrases to describe any chapter-related meetings or incorporating any of those phrases in newsletters, promotional materials, solicitations or any other chapter materials.

Thank you to all chapter members who helped author the two detailed award nominations submitted by the Treasure Coast chapter to AFP IHQ awards program as a required criterion for the Ten Star Award. The chapter received the Ten Star Award designation last year which must be earned annually.

AFP's new Online Speaker Database is accepting speakers - to create a listing in the Speaker Database, please contact MultiView at (972) 402-7000, or e-mail [afp@multiview.com](mailto:afp@multiview.com). In this portal speakers can input their information regarding speaking engagements, and users are able to search the listings based on hot topics, regions, credentials, etc. for a speaker. Speakers will be contacted by users seeking a speaker matching your criteria for their event (conference, seminar, gala, course, webinar, etc.). Creating a speaker listing will offer great visibility to users. Members can access the database daily; the directory isn't limited to association members and CEOs, executive directors, VP's, managers and consultants use the directory as well. Members who are speakers will receive a free basic listing with an option to upgrade for a nominal fee.

"May happiness touch your life today, as warmly as you have touched the lives of others."

Enjoy your day!

*Joanne Towner, CFRE*

## Welcome New Members

Our chapter is only as strong as our members. Please take a moment to welcome the following people who have joined our organization during the last six months. Encourage them to become involved and avail themselves of all the member benefits. Come to think of it....are you as involved as you could be?

**Cheryl Caldwell**

VP, Pink Tie Friends, Inc.  
P.O. Box 209  
Stuart, FL 34994  
Phone: (772) 785-8730  
[info@pinktiefriends.org](mailto:info@pinktiefriends.org)

**Trent A. Davis**

President, Crime Watch of Port St. Lucie, Inc.  
P.O. Box 880782  
Port St. Lucie, FL 34988  
Phone: (772) 237-0894  
[trent.davis@beingagoodneighbor.org](mailto:trent.davis@beingagoodneighbor.org)

**Tracy R. Howse**

Director of Community Development, ARC of  
Martin County  
2001 S. Kanner Highway  
Stuart, FL 34994  
Phone: (772) 283-2525  
[thowse@arcmc.org](mailto:thowse@arcmc.org)

**Lisa Marie Michener**

Principle  
Writing, Research & Communications  
1626 Bella Vista Way  
Port St. Lucie, FL 34952  
Phone: (772) 249-0458  
[lisamichener@gmail.com](mailto:lisamichener@gmail.com)

**Robyn Pisano**

Executive Director  
YMCA of the Treasure Coast  
1700 SE Monterey Road  
Stuart, FL 34996  
Phone: (772) 286-4444 ext. 239

**Karen Rodgers**

Resource Council  
Big Brothers Big Sisters  
221 NW Plantation #410  
Stuart, FL 34996  
Phone: none listed  
[karenrodgers56@yahoo.com](mailto:karenrodgers56@yahoo.com)

**Patrick Slattery**

Consultant  
6466 SE Windsong Lane  
Stuart, FL 34997  
Phone: (772) 285-4637  
[pvsattery@comcast.net](mailto:pvsattery@comcast.net)

## 2011 AFP International Conference Attendees



### Melanie Forget: Chamberlain Scholarship Recipient

AFP's 2011 international conference, which was held in Chicago March 20 to 22, was an outstanding opportunity to expand my professional horizons.

As our chapter's Chamberlin Scholar, I had a wonderful experience in the "windy city" and I very much appreciate having the good fortune to represent our group. I had the opportunity to network with other development

professionals from all over the world.

"Perspectives for Your Profession" was the theme for this year's conference, which offered dozens of educational sessions. In fact, it was very difficult to decide which of the many classes to attend. Fortunately, there was an orientation for the Chamberlin Scholars and first-time attendees to the conference.

Each day, there was a keynote speaker. These sessions were completely filled, with people sitting on the floor of the massive convention center. The first day's speaker was Blake Mycoskie, founder of Tom's Shoes. He shared the beginnings of his company, which donates a pair of shoes for every pair it sells. The video showing his team distributing donated shoes to children in third-world countries was very inspirational.

The second day, the keynote speaker was Queen Latifah, who operates a charitable foundation in her brother's memory. She was openly appreciative to everyone in the audience and praised the overall fundraising profession for its positive impact.

Former President Bill Clinton presented on the final day of the conference. Unfortunately, a schedule change with my flight caused me to miss his keynote speech. As I was leaving, I saw people beginning to line up to enter the auditorium. The line eventually wrapped all around the building to the exit.

The international conference was filled with excellent educational sessions. I especially enjoyed those about planned giving, online donations, and social media.

I certainly hope I am able to attend future conferences, and was honored to be our chapter's Chamberlin Scholar.

(Melanie Forget is the Director of Development for the Indian River State College Foundation)

### Suzanne Ross

Attending the 48<sup>th</sup> AFP International Conference on Fundraising was, in a word, outstanding. Attending with the assistance of a chapter scholarship was a privilege. Being a "first timer" was somewhat overwhelming... and I highly recommend it any development professional, new or highly experienced, should the opportunity arise.

The chance to network with colleagues from around the world, listen to outstanding speakers during the general sessions and learn seasoned professionals during the wide variety of breakout sessions was inspiring and invaluable. Inspiring because Egypt, AFP's newest chapter, was represented by a small delegation. Though development, as a profession, is emerging in their country, the delegation's excitement at being a part of the conference was infectious. The biggest challenge for attendees? Deciding which of over 100 breakouts to attend.

While all the sessions I attended were excellent, one stood out. Creating a Culture of Philanthropy and Stewardship, presented by Karen Osborne. In her captivating way, Karen wove together relevant and practical examples of creating such a culture and the positive impact it can have on both large and small nonprofits. While we are all aware that engagement is the key to big gifts, Karen reminded us to ensure we key into the interests of the donor or Board Member and to offer a *meaningful* suite of engagement opportunities.

(Suzanne Ross is the Director of Development for the Florida Oceanographic Society)



**NOTE:** Karen Osborne will be conducting a full day seminar with our chapter on September 22<sup>nd</sup> at IRSC (Chastain Campus.) Suzanne highly encourages all AFP members and anyone involved in the nonprofit arena to make attending a priority.





The Treasure Coast Chapter of the Association of Fundraising Professionals is proud to present an educational training workshop featuring renowned speaker and fundraising consultant Karen Osborne.

**September 22, 2011 - 9:00 AM to 4:00 PM**  
**Indian River State College, Chastain Center, Stuart, FL**

## **Extreme Engagement: Double Your Donors In Two Years**



Karen Osborne, president of The Osborne Group, provides broad and significant expertise in management, strategic and long-range planning, feasibility studies, campaign planning and implementation, major gifts, annual and capital campaigns, marketing, stewardship, public relations, board training and development and volunteer management.

Karen brings 30 years of fund raising, management, and marketing experience to her clients that include large national non-profits as well as small organizations, public and private institutions of higher education, and independent schools and hospitals. Her campaign portfolio ranges from \$25,000 to \$180,000,000 including successful campaigns as large as \$500,000,000. (For more log onto [www.theosbornegroup.com](http://www.theosbornegroup.com))

Nationally and internationally recognized as an outstanding presenter, trainer and leader, Karen has taught fund raising and marketing worldwide, and was awarded the Crystal Apple for Outstanding Teaching and Public Speaking by the Council for the Advancement and Support of Education (CASE). She consults in the US, Europe, Canada, Australia and South Africa.

**Deep and satisfying donor engagement leads to increased annual and major gifts, donor loyalty, viral marketing, and then to even more gifts . . . engaged donors give as much as 38% more than other donors.**

**In addition, this powerful workshop will help you**

- **create a culture of philanthropy**
- **tell a story to best engage people**
- **define the best stewardship plan**

**for your organization to achieve the best results!**

**You can't afford to miss this!**  
**Register today as space is limited!**

**Doors open at 8:30 am. Price includes continental breakfast and lunch.**  
**AFP members: \$60 Non-members (and after Sept. 9th): \$75**  
**Register in advance at [www.afptreasurecoast.org](http://www.afptreasurecoast.org)**  
**Seating is limited to 165.**

## Member Spotlights

Networking is most definitely a benefit of AFP membership.

As is our newsletter custom, we spotlight two members you should know! This time we have chosen to spotlight Louise Murtaugh, APR and Art Ciasca. The following two pages should give you some insight about these two valued members, fundraisers, and champions of their missions.



### **Louise Murtaugh, APR**

**Employer:** Molly's House, Inc

**Title:** Executive Director

**Why are you a fundraiser?** I fundraise for Molly's House because I believe in it's mission.

**How many years have you been in fundraising?** Hired as the Executive Director in 2007 our immediate focus was public relations and community awareness. The first year was spent doing outreach in the community. In 2008, I took the Grantsmanship course so I could begin writing grants. In 2010, Vision 2015 was created, with the focus on raising \$1 million dollars to add to our existing endowment. That meant raising a minimum of \$200,000 a year over and above our operating needs. Hence, we now have a Development Officer to help us with the Vision 2010.

**When and why did you join AFP?** I joined AFP in 2008 for educational encouragement in raising funds. I attended most of the webinars in the past two years. It has been a great asset to me, as my previous experience in fundraising was only in the Corporate Environment.

**What is the best benefit you have received as a member?** The very best benefit is the webinars!!! A lot of information for a minimal of time invested. As a new board member, I hope to build many relationships through my volunteering with AFP. I am also grateful for the Scholarships to Planet Philanthropy where I have gained more knowledge of fundraising and building relationships.

**What concerns you most about the profession?** As I listened to Development staff at Planet Philanthropy, I became very aware that their organizations leadership did not understand building relationships over a period of time, and expected immediate results. I also realized, that for a Development person, there is no where else to go in the organization, unless there is a succession plan for them to move up into the leadership role (which is not a bad thing) and most do not have that. I believe leadership in organization set unrealistic goals for their Development person, therefore, those individuals will not become a long term asset to the organization.

**What has been the best career advice you have been given?** Find something you are really passionate about, then apply your skills, knowledge and energy to it. It is so rewarding that you won't even realize it is your job!

**What is your motto?** No matter what, Integrity, is what you have and don't let anyone or anything take that away from you.

**What are your goals for the future?** When I retire, I would love to run a bed and breakfast (near the water, of course!).

**If you could invite three people to dinner, living or dead, who would they be and where would you go?** My three people I would invite include: My Dad (who I would ask all the questions I didn't get a chance to ask); my son (who I miss dearly) to tell him all the things I didn't tell him; and . . . . .I would do "Dinner in the Sky" on a small island.

**When not fundraising, what do you like to do?** I like entertaining friends and family; spending time at the beach and wine!

**If you were not a fundraiser, what would you be?** If I could start my career again, I would love to be involved in sports marketing, especially with the PGA. I am a golfer at heart!!

## Member Spotlights (continued)



### **Art Ciasca**

**Employer:** SafeSpace

**Title:** Director of Development

**Why are you a fundraiser?** I enjoy bringing light to the community regarding domestic violence and assisting our cause and organization in this fashion. Domestic violence has historically been provided very little press and communication. Through education, presentations, tours, and other avenues, more and more people are becoming aware of the prevalence of DV and SafeSpace, and are offering their support. I receive great satisfaction when an individual, business, foundation, or other group decides to support

our cause.

**How many years have you been in fundraising?** One and a half. I have over 20 years in human services Program Management, Community Relations, Marketing, and education.

**When and why did you join AFP?** To access more education and information on the field. To learn from other professionals who have been in the field.

**What is the best benefit you have received as a member?** Free webinars. Vital information on fundraising.

**What concerns you most about the profession?** The troubled economy and most Americans financial concerns.

**What has been the best career advice you have been given?** Do what you enjoy and you will experience great success.

**What is your motto?** "Let he who is without sin cast the first stone." (borrowed, of course).

**What are your goals for the future?** Make sure everyone in the 3 county area is aware of SafeSpace, so that if they, or someone they care about, are in a domestic violence situation, they know where to turn. With that, increase support of SafeSpace to ensure financial stability and more staff to perform this important work.

**If you could invite three people to dinner, living or dead, who would they be and where would you go?** My deceased father, Norman Vincent Peale, and Ian Anderson of Jethro Tull.

**When not fundraising, what do you like to do?** Co-ed softball, co-ed volleyball, ride my motorcycle, listen to music, golf.

**If you were not a fundraiser, what would you be?** Professional Speaker for victims of domestic violence.

Both of our Spotlitged members cited the webinars as a valuable benefit of their AFP membership. The schedule of webinars is listed on the next page. Be sure to mark your calendar and attend as many as you can. It's easy to reserve your space at either IRSC campus. Just go to our chapter website at [www.afptreasurecoast.org](http://www.afptreasurecoast.org) and sign up following the directions. Take the opportunity to sign up a colleague or Board member from your organization. Pearls of wisdom, professional tips and insights.....and networking!



# 2011 WEB/AUDIOCONFERENCES



One of the great benefits of your AFP membership are the excellent and diverse Web/AudioConferences offered about once a month. These educational gems are offered free to members and \$20 for non-members. (You might consider bringing a colleague or Board member should a topic be particularly relevant to your organization!)

This year...as we attained the 10 Star status...our chapter received a “bonus” webinar!

Registering for the webinars is easy. Just go to our website, [www.afptreasurecoast.org](http://www.afptreasurecoast.org), and sign up! Then attend at one of the two convenient locations:

IRSC Chastain Campus in Stuart  
IRSC Main Campus in Fort Pierce

All Web/AudioConferences are held from 1:00 pm until 2:30 pm. BUT...be sure to come early (and bring your lunch) for some valuable networking...another benefit of AFP membership!

Remaining Web/AudioConferences for this year are as follows:

**August 24, 2011 (Wednesday)**

*Raising More Money from Your Business Community*  
Linda Lysadowski, ACFRE

**September 15, 2011 (Thursday)**

*Face-to-Face Basics: Integrating Individuals into Your Development Plan*  
Amy Eisenstein, CFRE

**October 4, 2011 (Tuesday)**

*Structuring Your Development Office for Success*  
Monique Hanson

**October 27, 2011 (Thursday)**

*From Boomers to Echo Boomers: Giving Across the Generations*  
June Bradham, CFRE;  
Rachel Hutchisson & Tucker Branham, CFRE

## NOTE:

As if you needed more reasons to attend these Web/AudioConferences consider:

the professional insights gleaned  
the networking opportunity available

and....for those considering your CFRE....each webinar session offers CFRE points!



# Call for Nominations

Now is the time to recognize the people who make your organization successful.  
The people to whom you turn to time after time.

Nominate that tireless volunteer, that amazingly generous donor, that group that raises money and is there for every event. There are eight (8) categories from which to choose. Choose one or two....or more! Give your supporters the "pat on the back" that they so richly deserve.

Yes, you're busy...but look what these people do for you and your organization. Take the time to nominate! It's the least you can do!



Nomination packets and categories are located on our website:

**[aftpasurecoast.org/nationalphilanthropyday](http://aftpasurecoast.org/nationalphilanthropyday)**

Download the nomination packet and instructions and have at it! They are not hard to do if you take them step by step. You can always call on a fellow AFP member to help you with the nominating process.



Nominations are not due until **September 9**  
....schedule writing a nomination in as you do with any meeting or event. Every member organization should submit at least one nomination.

**After all, recognizing philanthropy is at the core of what we do!**

## National Philanthropy Day 2011

**When:** November 18, 2011

**Time:** 11:00 am to 1:30 pm

**Where:** Willoughby Golf and Country Club

**Why:** Celebrating and encouraging philanthropy is what we do!

### National Philanthropy Day Chair- Gigi Suntum

Executive Director, Caring Children, Clothing Children

Phone: 221-8777 Cell: (561) 516-0353

[gigisuntum@hotmail.com](mailto:gigisuntum@hotmail.com)

### National Philanthropy Day Co-Chair- Wendie Berardi

Assistant Development Director, United Way of Martin County

Phone: 283-4800 X 227 Cell: 260-4742

[wberardi@unitedwaymartincounty.org](mailto:wberardi@unitedwaymartincounty.org)

Your AFP Treasure Coast Chapter provides so much in the way of networking, education, professional development, scholarships and resources, here's your chance to give back. Remember, this is our major fundraiser.....the vehicle that provides the money to offer countless benefits. Please do your part!

### Sponsor for \$50....It Means So Much

For a mere \$50, your organization can be a Non-Profit Sponsor of National Philanthropy Day! What does that mean? Your organization (that derives its very existence from philanthropy) will support the philanthropic culture of our communities. As a sponsor, your organization will be listed in the program and will have its place in the PowerPoint presentation that runs during the event. Imagine? Extra exposure for just doing what is right!

For more information on how to sponsor, call Wendie Berardi at 283-4800 ext. 227



# Tips on How to Submit a Great NPD Nomination

- Identify your nominee(s)
  - Consider nominating a previous nominee again
  - Consider co-nominating with another organization
  - Review your donors and the categories
  - Identify several in various categories
- Ask your nominee(s)
  - Get permission for nomination and be sure that they can/will attend the NPD luncheon
  - Provide an overview of what you will need and what is involved
- What do I need and when?
  - Prep for nominee interview by familiarizing yourself with the nomination packet
  - Make a list of support materials required for nomination
- Interview of nominee
- Letters of Support from other organizations
  - Identify possible co-nominating organization
  - Communicate with letter, fax or email – keep a matrix
  - Provide clear instruction and definitive deadline allowing enough time for you!
- Review of Nomination Form
  - Be clear on what is required and in what format
  - Make sure you nominate in the appropriate category
- Write nomination
  - Narrative, resume of giving, etc.
  - Use point system to guide your narratives
  - Have someone proof and/or edit your work
- Collect photos
  - Head shot
  - Photos of nominee ‘in action’ for slide show
  - Be sure all photos are in jpeg format and 300 dpi
  - Burn disc
- Write summary
  - Keep brief and stick to “high points” as this will be used in event program
- Follow up with everything and everybody
  - Make sure that there are no questions or problems
  - Contact with reminders of deadlines
- Consider having your packet reviewed by an AFP colleague volunteer:
  - Millie Wood – 879-2794, milliewood@att.net
  - Amy Christensen – 287-4123 x-200, amyc.samctr@yahoo.com
  - Joanne Towner, CFRE – 349-5971, jrtowner@comcast.net
  - Diane Charette – 285-6424, charetted@bellsouth.net
- Make copies of Nomination Packet
  - Collate
  - Place original and copies in one 3-ring binder for submission. (DON'T forget the CD with photos and copy of nomination!)
- Deadline and delivery
  - If mailing, allow enough time to be delivered before deadline
  - If hand delivering, arrange with person receiving completed packets

There is no reason not to nominate!

We are in the business of celebrating and encouraging philanthropy....let's do it!