



New Mexico Chapter  
October 2007

**2007 Meeting  
Dates**

**October 11**

**November 16  
National  
Philanthropy Day**

**December 13**

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

**Welcome New AFP  
Members**

**Kristina B. Gillis  
Director of Development  
El Ranchito de  
los Ninos**

**George Matthews  
Grant Writer  
Raton, New Mexico**

## *The Link*

AFP Newsletter

**Barbara C Lemaire, PhD  
Founder and President of The Premier Edition  
of the 2008 Comprehensive Non-Profit  
Directory of Albuquerque  
“ How She is Marketing the NPD on a Shoestring”**

**Thursday, October 11, 2007 ~ 11:30 a.m. to 1:30 p.m.**  
(registration and networking 11:00-11:30 am, Luncheon: 11:30 am.) Embassy Suites, 1000 Woodward Place NE, Albuquerque, NM (505) 245-7100.

For: Development staff, Fundraisers, Executive Directors and Board members. Cost: Luncheon Cost for this meeting will be \$20 for AFP members and \$25 for non-members.

The deadline to receive lunch reservations is **5 p.m. Friday, October 5, 2007**. Any reservations received after the deadline will be put on a waiting list the day of the luncheon. The waiting list does not guarantee you a seat. Individuals on the waiting list will not be seated until 12 p.m. Please make your reservations on time. If you RSVP'd but cannot attend, please cancel your reservation by 5 p.m. the Friday prior to the luncheon, or you will be billed. (AFP members are individuals, not organizations, who have paid their annual dues.)

**Reservation Contact: Please call Melody Mar Johnson at 505-239-9106 or make your reservations online at [www.afp-nm.org](http://www.afp-nm.org) or E-mail [marjohnsonafp-nm@comcast.net](mailto:marjohnsonafp-nm@comcast.net). Mail your check payable to AFP to: AFP NM, PO Box 37408, Albuquerque, NM 87176-7408 please indicate if you are an AFP member and if you would like to order a vegetarian dish.**

**SAVE THE DATE!** We know November and December may be your major fundraising months. We, the NM AFP Chapter, would like to do something just for you. We will be hosting a **free breakfast for you on November 29, 7:30 am** at the Embassy Suites on I-25 & Lomas. The breakfast will be in Sandia Rooms V11 & V111. We will be offering three great discussion groups on issues you said were important to you. Watch for additional information on the AFP-NM website. **Space is limited.** Please RSVP to Melody Mar Johnson at [marjohnsonafp-nm@comcast.net](mailto:marjohnsonafp-nm@comcast.net) or call at 505-239-9106.

***AFP-New Mexico  
Slate for 2008 Board of Directors***

**President - Felicia Griffin  
Pres-Elect - Pamela Chavez  
Past-Pres - LaDonna Hopkins  
Treasurer - Celia Merrill  
Secretary - Anita Cordova  
VP NPD Co-Chair - Robin Brule  
VP NPD Co-Chair - Phelosha Collaros  
VP - Education & Membership Development - Jim Bonnell \*  
Program Chair - Maryle Barber \*  
Education Day co-Chair - Deanne McElroy \*  
Education Day co-Chair – Maureen Simmons \*  
Professional Development - Marla Caulk \*  
Diversity co-Chair - Donna Romoser \*  
Diversity co-Chair – Charles Lowery \*  
Ethics – Kathleen Raskob  
Youth in Philanthropy - Lisa McCulloch  
Government Relations – Judith Tamm  
Communications - Dana Vilardi  
Membership – Tim Clairborne  
Hospitality – Arlene Gabaldon  
NGO Liaison – Susan Simons**

**\* All positions to work in synchronization with the VP position of Education & Member Development.**

**The above slate will be presented to the membership for vote at the October 11, 2007, monthly luncheon, which also serves as the Annual Meeting of the AFP New Mexico Chapter. Final approval of this slate is contingent upon approval of the following change to the chapter bylaws, which will increase the number of board members from 18 to 25 and will be presented for vote at the December monthly luncheon meeting.**

**ARTICLE VII - CHAPTER BOARD OF DIRECTORS**

**Section 1. Composition. The Chapter Board of Directors shall consist of no less than seven (7) nor more than [eighteen (18)] twenty-five (25) individuals (including officers) who shall be elected by the members of the chapter eligible to vote.**

### 2007 AFP Board of Directors

Chapter President-LaDonna Hopkins  
E-mail [lhopkins@afp-nm.org](mailto:lhopkins@afp-nm.org)

President-Elect-Felicia Griffin  
E-mail [fgriffin@afp-nm.org](mailto:fgriffin@afp-nm.org)

Past President-Eileen Cook  
E-mail [ecook@afp-nm.org](mailto:ecook@afp-nm.org)

Secretary-Anita Córdova  
E-mail [acordova@afp-nm.org](mailto:acordova@afp-nm.org)

Treasurer-Celia Merrill  
E-mail [cmerrill@afp-nm.org](mailto:cmerrill@afp-nm.org)

Co-VP for Philanthropy Day-Jean Block  
E-mail [jblock@afp-nm.org](mailto:jblock@afp-nm.org)

Co-VP for Philanthropy Day  
Pamela Chavez  
E-mail [pchavez@afp-nm.org](mailto:pchavez@afp-nm.org)

VP for Membership-Maryle J. Barber  
E-mail [mbarber@afp-nm.org](mailto:mbarber@afp-nm.org)

VP for Programs-Patricia Brkich  
E-mail [pbrkich@afp-nm.org](mailto:pbrkich@afp-nm.org)

Communications-Ashley Lawrence  
E-mail [Ashley@charlestoncharms.net](mailto:Ashley@charlestoncharms.net)

Diversity-Donna Romoser, CFRE  
E-mail [dromoser@afp-nm.org](mailto:dromoser@afp-nm.org)

Strategic Education -Jim Bonnell  
E-mail [jbonnell@afp-nm.org](mailto:jbonnell@afp-nm.org)

Ethics-Lee Pattison  
E-mail [lpattison@afp-nm.org](mailto:lpattison@afp-nm.org)

Government Affairs-Judith Tamm  
E-mail [jtamm@afp-nm.org](mailto:jtamm@afp-nm.org)

Hospitality-Jennifer Lowe  
E-mail [jlowe@afp-nm.org](mailto:jlowe@afp-nm.org)

Professional Development  
Marla Caulk, CFRE  
E-mail [mcaulk@afp-nm.org](mailto:mcaulk@afp-nm.org)

Youth in Philanthropy-Robin Brule  
E-mail [rbrule@afp-nm.org](mailto:rbrule@afp-nm.org)

#### Staff

Melody Mar Johnson  
Phone (505) 239-9106  
E-mail [marjohnsonafp-nm@comcast.net](mailto:marjohnsonafp-nm@comcast.net)

### **AFP October Audio-Conference Series**

Please join us for the next teleconference session for an opportunity to learn from and interact with experts in fundraising. The AFP sessions qualify for 1.5 points towards CFRE education requirements. There is no charge for AFP and NMPGC members. Non-members pay a \$15 fee per session at the meeting. Please register in advance with Melody Mar Johnson 505-239-9106 or E-mail [marjohnsonafp-nm@comcast.net](mailto:marjohnsonafp-nm@comcast.net)

#### **October 3, 2007 Wednesday, 11:00 am to 12:30 pm**

*Never, Ever Use Public Relations Without Measurement...New Metrics for Fundraising!* Clarke L. Caywood

#### **October 23, 2007 Tuesday, 11:00 am to 12:30 pm**

*Branding, the Right Message, At the Right Time, To The Right People, in the Right Way:* Dee Vandeventer

*Thank you to our sponsors the Association of Fundraising Professionals and the Center for NonProfit Excellence.*

### **Buddy Program**

Purpose is to connect new members of AFP-NM to an established member and support them in building knowledge within a community of peers, through a Super Buddy to Buddy match.

#### **What does a Super Buddy do?**

A super buddy is assigned to their buddy for 5 months and will remind their buddy of meetings, assist with registration, host them at monthly meetings, email them in between and be available to their buddy for assistance.

**Contact: Maryle Barber at [mjbarber@casasperanzanm.org](mailto:mjbarber@casasperanzanm.org)**

### **Scholarships to AFP International Conference**

If you are interested in applying for a scholarship to attend this year's AFP International Conference, please contact Marla Caulk, Professional Development Chair, at 724-4619 for scholarship applications before the end of October.

**The 21st Annual  
NATIONAL PHILANTHROPY DAY  
2007 Awards Banquet & Education Seminars  
Friday, November 16**



**National Philanthropy Day®**

**NEW THIS YEAR!**

2 CFRE credits will be available for those attending the educational workshops. *Both 2-hour sessions will be offered in the morning (9-11 AM) and afternoon (1:30-3:30 PM.)*

**Moves Management**

A skill building workshop focusing on donor cultivation and development, including a review of annual plans.

**Valuing the Development Professional**

A panel and sharing of best practices covering:

- Building a strong Board/ED/Staff relationship
- Marketing and advocating for yourself

**Professional Development and Self Care:** This year's panel members will include: Michelle Bishop-Couch, Jim Copeland, Sandy Mann, John Jewett, Susan MacLean, Alan Pearson and Maureen Simmons.

**Reservations:**

Cost for both educational sessions is AFP member \$55 and non-member \$65. An additional \$35 for the Philanthropy Day luncheon. **Please make your reservations online at [www.afp-nm.org](http://www.afp-nm.org) by November 9. To reserve a corporate table please call Pamela Chavez 890-2256 or [Pamelachavez@att.net](mailto:Pamelachavez@att.net)**

The **AFP National Philanthropy Day Luncheon** will honor this year's recipients of leading philanthropists around the State of New Mexico. **The luncheon begins at 11:30 am.** No walk in luncheon seats will be available.

**National Philanthropy Day Course Descriptions**

**Moves Management Course Description**

"As a fundraiser, you not only cultivate new prospects but you also steward existing donors." Moves Management is a system that helps you build relationships and keep contributions coming. This unique fundraising system helps you strategize your actions to maximize your cultivation efforts. The course involves an overview of Moves Management, explores Moves Management theory, prospect identification and research, provides ideas for cultivation and closing strategies and discusses best practices in donor recognition and stewardship. This course will also present you with a process to help you enhance, analyze and track constituent relationships with the ultimate goal of increasing the success of your efforts by targeting prime donor prospects, to help you prepare for implementing the system within your organization and lots of interaction with course attendees to identify techniques that have helped them meet their fundraising goals.

## **Valuing the Development Professional**

This interactive session provides participants with an experienced and diverse panel of nonprofit leaders representing both large and small nonprofits and businesses in the community. These development professionals and executive directors will share their views on creating a positive, professional and nurturing environment for development staff and how to strengthen your role with the board, staff and peers. To include self care, success and learning stories and avenues for professional development.



**National Philanthropy Day®**

## **New Mexico Philanthropy Day Winners!**

**OUTSTANDING BUSINESS / CORPORATION IN PHILANTHROPY:  
French Mortuary**

**OUTSTANDING VOLUNTEER FUNDRAISER  
Peggie Ann Findlay, MD**

**OUTSTANDING LEADER IN PHILANTHROPY  
H.B. Horn**

**OUTSTANDING FUNDRAISING EXECUTIVE  
Pam Hurd-Knief, CFRE**

**NEW! OUTSTANDING FAMILY IN PHILANTHROPY  
Rozier and Victoria Sanchez and Family**

**OUTSTANDING YOUTH IN PHILANTHROPY  
Austin Denton  
North Star Elementary School  
Albuquerque**

**Kimberly Turner  
Chaparral Middle School  
Alamogordo**

**Krista Lockwood  
Sandia High School  
Albuquerque**

## ***Job Jobs Jobs...***

**Girl Scouts of New Mexico Trails; Chief Executive Officer:** The historic consolidation of central and northern New Mexico's two Girl Scout councils will occur in November 2007. This presents a unique opportunity for a dynamic, energetic and skilled executive with organizational, fund development, community relations and financial management skills. Headquarters location: Albuquerque/Santa Fe. Compensation: \$85-110k. Details: [www.egreendource.com/NMT](http://www.egreendource.com/NMT)

A minimum of 5 years comparable executive level experience is required. Demonstrated leadership in organizations undergoing rapid transformations is highly desirable. The successful candidate will possess a minimum of an undergraduate degree, with advanced education and training preferred.

Email cover letter, resume, and salary requirements to: Robert Perodeau, Evergreen Executive Source, P.O. Box 412 Haddonfield, NJ 08033-0412 Voice (800) 221-6663 Fax (800) 451-1451 E-mail: [evergreen.source@att.net](mailto:evergreen.source@att.net)

**Santa Fe Habitat for Humanity; Development Director:** Santa Fe Habitat for Humanity is seeking a Development Director whose primary function is to develop and manage fundraising strategies. The qualified candidate will possess a bachelor's degree, excellent verbal and written language skills, a creative spirit and a passion for Habitat. More information can be obtained from [www.santafehabitat.org](http://www.santafehabitat.org). See info under news on right column of home page.

Resumes may be sent to Search Committee, Santa Fe Habitat, 1143 Siler Park Lane, Santa Fe, 87507. Please call 986-5880 for more information.