



**PRESIDENT'S MESSAGE:**

New Mexico Chapter  
April 2009

Dear Members:

**2009 Meeting Dates**

January 8

February 12  
Fundraising Forum

March 12

April 9  
Santa Fe Meeting

May 14

June 11

August 13

September 10

October 15

November 18  
National Philanthropy Day

December 10

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

We're springing into action with several initiatives, inspired by the great work of your Board of Directors, and their committee members!! We are responding to your feedback and comments, so keep it coming. The time has never been better (especially if you have adjusted by now to Daylight Saving time!) to get involved in AFP-NM!

**IT'S MORE THAN JUST SPRING, IT'S LAUNCH TIME!!**

Beginning in April, check out the AFP-NM website for our BRAND NEW Members only password protected area, and instructions for how to access our membership directory and the 2008 Audio Conferences. We'll also post the 2009 Audio Conferences after they are hosted live at sites around New Mexico. We will each sign a confidentiality agreement to access the site, but we hope that the information in it will help you network with other members, share best practices, and use the many resources available. Please let me know if you have any ideas for other useful information for the site!

Look for new items on the website soon: A master calendar of 2009 AFP-NM events, and committees seeking statewide members.

**WE'RE "FRIENDS OF DIVERSITY"!!**

I'm happy to announce that we achieved the "2008 Friends of Diversity" Designation, thanks to the initiative of Past President Felicia Griffin, and the hard work of Diversity Chairman Roxanne Rivera-Wiest!! We'll receive the logo to use with all chapter communication and marketing.

**AFP INTERNATIONAL CONFERENCE: March 29-April 2, 2009**

If you are attending the conference and would like to get together with the NM delegation, please email me at

[pchavez@afp-nm.org](mailto:pchavez@afp-nm.org)

**April 9 - the program will feature** "Top tips on how to become successful at public relations and communications for increased visibility in your community"

## 2009 AFP Board of Directors

Chapter President-Pamela Chavez  
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President-Elect-Celia Merrill  
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Past President-Felicia Griffin  
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Professional Development-  
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## PRESIDENT'S MESSAGE, Continued:

### TAKING OUR SHOW ON THE ROAD: March 24, 2009

If you are a chapter member or interested in AFP and are near Portales, please join President Elect Celia Merrill and myself for a live broadcast of the Audio Conference "Mobilizing Generation 2.0" at Eastern New Mexico University in Portales, **FREE FOR BOTH AFP MEMBERS AND GUESTS!!**

This Web/Audioconference will explore the ways in which young people are using Internet technology (so called "Web 2.0") to engage in civic and political life. Rigby will review the most popular tools such as blogging, social networking, video sharing, mobile phones, mapping and virtual worlds. The discussion will center on how organizations are using these tools to engage young people around their causes.

The session will begin with a welcoming reception for our members in eastern New Mexico and for other development professionals in the area at 10:30 am. Then the Web/Audioconference begins at 11:00 am and will continue until 12:30 pm. Hope that you can stay after the conference for a great Q & A session! Bring your own snacks or a brown bag lunch! 1.5 CFRE hours for this session. The registration deadline is March 23, 2009.

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

*Pamela Chavez*  
President, NM Chapter AFP

**Did you know...  
AFP members are  
individual  
memberships and  
move with you to your  
new organization?**

**We would like to recognize our newest members of AFP-NM Congratulations and welcome!**

Jean E. Baugh,  
Director of Development  
Rio Grande Foundation

Lisa Breeden-Garcia,  
Development Director  
Mind Research Network

Marina M. Colon, Special  
Events Coordinator  
National Museum of Nuclear  
Science & History

Barbara Jean Cruz,  
Assistant Fundraiser  
Albuquerque Christian  
Children's Home

Jeanne Forrester,  
Grants Development  
Specialist, APS Foundation

Erin L. Hagenow

Mark Humphrey,  
Wealth Management Advisor,  
Merrill Lynch

Rozella Kennedy, General  
Manager Santa Fe New Mexican

Michelle L. Luna,  
Development Manager  
Youth Development, Inc.

Sandra Massey,  
Executive Assistant  
Futures For Children

Jennifer Riordan,  
Dir Comm & Media Relations  
Wells Fargo Bank

Tim Tennant, President  
Friends of the Cumbres &  
Toltec Scenic Railroad

Reid Kirby Warner,  
Board Member  
Joni and Friends Albuquerque

Heather Wood,  
Development Manager  
Museum of NM Foundation

## Upcoming Events:

### APRIL 9 - AFP SANTA FE LUNCHEON PROGRAM

This program will highlight how it will be challenging, but essential to secure support both now and in the future and for your organization to remain visible at uncertain times. Our panel of speakers will share their expertise on how to effectively deliver your organization's message to the community!

Join us for lunch on April 9th at the El Dorado Hotel for our annual Santa Fe meeting where we will hear from **Billie Blair**, President of the Santa Fe Community Foundation, **Lynn Pitcher Comer** of PK Public Relations and Anne Constable from The Santa Fe New Mexican.

Get top tips on how to become successful at public relations and communications for increased visibility in your community. AND... enjoy a private, behind-the-scenes "hard hat tour" of our newest state museum, the New Mexico History Museum, which opens Memorial Day weekend 2009"

### YOU WON'T WANT TO MISS IT!

#### About the Presenters:

Billie Blair, President of the Santa Fe Community Foundation, was Associate Publisher of the Santa Fe New Mexican, from 1990 to 2001, in charge of overall operations of the newspaper. She assumed her position as president of the Community Foundation five days before 9/11.

Her message is simple, *"Know your brand - Tell your story - Free media is the best - How to grow to love the media - AND - Double your dollars"*

Lynn Pitcher Comer will help you understand the real role of public relations to support philanthropic organizations in the media and the private and public sectors during the recent economic downturn. PK Public Relations has been recognized for the past four years by New Mexico Business Weekly as one of the top 20 in New Mexico and Lynn has recently been nominated for the 2009 Governor's Award for Outstanding Women.

## **APRIL 9 - AFP SANTA FE LUNCHEON PROGRAM, continued**

### **Where:**

El Dorado Hotel  
309 West San Francisco St.  
Santa Fe, NM 87501

\*Free Parking at the Hotel for the luncheon program & museum tour

### **When:**

Thursday, April 9, 2009  
Registration & Networking 11:00A - 11:30A  
Luncheon Program 11:30A - 12:40P  
5-Minute Walk to New Mexico History Museum  
New Mexico History Museum Hard Hat Tour 1:00P- 1:30P

Luncheon 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, April 3, 2009.

### **Three Registration Options:**

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](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](mailto: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.

\*AFP Members are individuals, not organizations, who have paid their annual dues.

***\* Save - the - date \****

## **May 14 - Luncheon**

### **“Story Telling”**

This exciting luncheon program will feature Story Telling ... The importance of effective word of mouth: turning staff, trustees and volunteers into powerful advocates. This luncheon program will be held at the Indian Pueblo Cultural Center, Pottery Room 2401 12th St. NW, Albuquerque, NM 87104

## **Upcoming Events:**

### **March 24 - Audio/Web Conferences**

It's not too late to sign up for either of these great audio/web conferences!

**Please see the President's Message for information on the Portales, NM Audio conference – "Mobilizing Generation 2.0" to be held at ENMU!**

**"The Seven Things Everyone Wants: What Freud and Buddha Understood (and We're Forgetting) About Online Outreach" – This will be not be a live broadcast, but you'll still enjoy an interactive session and earn 1.5 CFRE hours!**

Presenter: Katya Andresen

Time: 11:00 AM MDT

Length: 90 minutes

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

### **April 7- Audio Conference**

**"Avoiding Legal Pitfalls: What Fundraisers Need to Know"**

Presenter: Paula Goedert

Time: 11:00 AM MDT

Length: 90 minutes

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

### **Program Summary**

Fundraising for charitable organizations has become a complex business. Charities engage in sophisticated activities to generate revenue for their mission and the activities have tax consequences. This teleconference will review the federal tax consequences of fundraising activities and provide specific guidance on how to avoid tax and other legal pitfalls.

### **Learning Objectives**

Participants will learn:

1. Implications for corporate sponsorships, product endorsement programs and fundraising in general
2. Pitfalls to avoid in fundraising programs
3. Substantiation, disclosure and acknowledgement rules

### **About the Presenter**

Paula Goedert is a partner in the Chicago office of Barnes & Thornburg LLP where she chairs the Associations and Foundations Practice Group. She concentrates her practice on the representation of non-profit organizations, including professional societies, trade associations, charities and private foundations. She is listed in the 2008 edition of The Best Lawyers in America® in the Non-Profit/Charities category.

## Upcoming Events:

### **May 6 - Audio Conference**

"Weaving Ethics Into Your Organization's Fundraising"

Everyone understands that ethics is critical to fundraising. After all, without public trust and confidence, fundraising simply cannot occur. But too often we look at ethics in a very limited fashion: "It's a list of things we can and cannot do," or "That's the job of the fundraiser." In an increasingly connected world where accountability, ethics and transparency are not just buzz words but fundamental aspects of a donor's (and society's) expectations, we must reexamine what it means to be ethical.

### **ABOUT AFP-NM Web/Audioconferences:**

- Participation in a live session or use of an audio recording of the program qualifies for 1.5 points toward CFRE education requirements.
- All Audio Conferences will be broadcast live from the Albuquerque Community Foundation, unless otherwise posted. Albuquerque Community Foundation: 3301 Menaul Blvd. NE #2, Albuquerque, NM 87107 (west of Carlisle, between Richards Mexican Restaurant and Office Max).
- Broadcasts start promptly at 11:00 and run through 12:30: Attendees are strongly encouraged to arrive by 10:45, and may bring their own lunch/snacks if they choose.
- The file containing the handouts will be emailed the day before the event to each attendee. Reservation and or payment must have been received. Attendees are expected to print out their own set of copies and bring them to the Audio Conference.
- Walk-ins are welcome as space allows.
- CFRE Credit certificates will only be given to attendees who stay for the entire session.
- Audio Conference Sessions are free to members, \$15 for guests.
- Conference Slides and Handouts will be available on the password protected members only section of the AFP-NM website approximately one month after the live broadcast.
- The full AFP-NM 2009 Web/Audioconference Series Calendar is available at [www.afp-nm.org/meetingnotice.htm](http://www.afp-nm.org/meetingnotice.htm) Free for AFP members and \$15 for guests. Bring your own snacks or a brown bag lunch!
- The registration deadline is March 23rd. For more information or to register: 505-239-9106 or [MarJohnsonAFP-nm@comcast.net](mailto:MarJohnsonAFP-nm@comcast.net). For guests to pay online, please visit <https://www.cartserver.com/sc/securepage.cgi?www.afp-nm.org/secureaudio.htm>

## Upcoming Events:

### **April 5 – 8 Native Americans in Philanthropy (NAP) Annual Institute**

Please join Native Americans in Philanthropy (NAP) on April 5 – 8, 2009, for our annual Institute. NAP has extended a reduction in daily registration fee to AFP members. \$100/day, which includes breakfast, lunch and snack breaks, in addition to a wonderful program. If you attend Sunday April 5, it would include dinner also. Please register in advance for this daily rate special on the NAP website, [www.nativephilanthropy.org](http://www.nativephilanthropy.org). Check the box “pay by check” and they’ll invoice you later. If you plan on taking advantage of this great opportunity, please contact [dcournoyer@nativephilanthropy.org](mailto:dcournoyer@nativephilanthropy.org) so they can identify you as an AFP member.

If you would like more information about this event, please contact Marth Beckett, AFP -NM Chapter Ethics Chair: [mbektell@afp-nm.org](mailto:mbektell@afp-nm.org) or (505) 724-3564. Marth is suggesting if you can only attend one-day of this event that Monday’s program would be very worthwhile as it will have the **New Mexico Association of Grantmakers** will be sponsoring a special learning opportunity about investing in Native communities – a keynote luncheon speaker, Wilma Mankiller and subsequent funders’ roundtable.

### *JOB POSTINGS*

#### **New Mexico Interfaith Power & Light - Professional to do Prospect Search**

NMIPL wishes to hire a professional with fundraising experience to do a prospect search for us, in order to identify possible sources of funding-- corporate, foundations, individuals, etc.

#### **New Mexico Interfaith Power & Light - Fundraising Coordinator**

To assist NMIPL in identifying prospective funders and in planning a fundraising strategy to raise \$10,000 in matching funds in 2009.

New Mexico Interfaith Power & Light is one of 28 state affiliates of the national IPL movement. We work with 50+ faith communities throughout the state to educate and motivate people and faith on environmental issues.

Contact Edwina Beard, President of the NMIPL Board of Directors, at [edwinabeard@msn.com](mailto:edwinabeard@msn.com), or 505-828-0673, or 505-280-1624.

## EXPRESSIONS OF GRATITUDE

The AFP NM-Chapter is profoundly grateful to all of our funders, vendors and attendees who supported the Funders Forum on February 12. Thank you so much to the following funders and vendors for making the forum such an incredible experience for everyone who participated!

### FUNDERS:

Sally Adams, Clear Channel Outdoor	Charlotte Lane, BRYCON
Laura Bass, former ED Albuquerque Community Foundation	Natasha Martell, Intel
Pam Catanach, Sandia National Laboratories	Jennifer Mastripolito, United Way of Central New Mexico
Pamela Chavez, Don Chalmers Ford	Anne Monson, Mesa del Sol
Perli Cunanan, Con Alma HEALTH Foundation	Linda Muhlberger, Bank of America
Nelsey Dominguez, NM Community Foundation	Susan Cantor, New Mexico Association of Grantmakers
Amy Duggan, Center for Nonprofit Excellence	Diane Ogawa, PNM Resources, PNM Foundation
Teresa Fleming, Intel Corporation	Sue Rzendzian – Albuquerque Academy Community Builders
Zizi Fritz, Presbyterian Healthcare Foundation	Jennifer Riordan, Wells Fargo
Dayna Gardner, French Family of Companies	Dianne Rivera, Con Alma HEALTH Foundation
Kimi Green, NM Community Foundation	Randy Royster, Albuquerque Community Foundation
LaDonna Hopkins, United Way of Central New Mexico	Kristin Sabolcik, PNM Resources
Debbie Johnson, Rick Johnson Company	Marta Santiago, The Catholic Foundation
Nancy Johnson, Albuquerque Community Foundation	Duffy Swan, French Family of Companies
Leean Kravitz, Fidelity Investments	Johnese Turri, Turri Productions, Inc.

### VENDORS:

Adelante Mailing Services  
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Stanley Weinstein & Company  
The Write Choice Network

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