



# The Link

## AFP Newsletter

AFP-New Mexico Chapter

July 2009 Issue

### 2009 Meeting Dates

January 8

February 12  
Fundraising Forum

March 12

April 9

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)

NO JULY MEETING

NEXT MEETING ON  
AUGUST 13

### PRESIDENT'S MESSAGE

**Summer's here**, traffic is lighter and days are longer. Vacation plans may be a bit different this year due to the economy, but the slow-down tempo of hotter months still beckons. AFP is taking a break in July from our monthly lunch time membership meetings, but not from the opportunities our profession offers to make a difference in our communities through fundraising.

#### New Office of Philanthropic Outreach

If you haven't heard the buzz about the new Office of Philanthropic Outreach, check out the Albuquerque Community Foundation website at [www.albuquerquefoundation.org](http://www.albuquerquefoundation.org). With former CNM Foundation Executive Director Robin Brule at the helm, the new Office promises to be a pivotal force in shaping

collaborative initiatives around statewide philanthropy, and AFP-NM has pledged our support.

#### 2010 AFP Board Positions

Recruitment will begin soon for the 2010 slate of AFP board members, and we hope you will consider nominating yourself or an AFP member. Leadership in AFP is an excellent way to grow in your profession, network with other leaders and help shape our service to our members and communities

#### AFP Committee Members Needed!

Participation on AFP committees is open to all interested people – you don't have to be a member of AFP!! Committee positions offer a variety of time commitments to fit a variety of interests and expertise – check out the home page of

our website for Committee membership opportunities!

#### NPD Nominations due July 17<sup>th</sup>!!

Please help AFP-NM recognize Outstanding Philanthropists throughout New Mexico by nominating someone you know and respect. This year's nomination process is easier than ever – go to our website for the nomination packet.

**MAKE PLANS NOW TO JOIN US ON NOVEMBER 18<sup>th</sup>** for the NPD banquet!!

Hope to see you at an upcoming membership meeting, a FREE audio conference, or at one of your organization's events, as we celebrate with each other the awesome opportunity to make a difference in the lives of our clients, and for each other.

*Pamela Chavez*  
President, NM Chapter-AFP

### NATIONAL PHILANTHROPY DAY: Wednesday, November 18, 2009, save-the-date!

This special event is celebrated by AFP chapters all across the country each year to acknowledge the entire spectrum of services provided by the nonprofit community and the profound impact that philanthropy has on the fabric of society. This awards program honors individuals and groups who, through their hard work and dedication, have enhanced philanthropy,

### 25 Days Left to Submit Nominations to Honor Someone Who Serves Our Community!

Do you know an individual, organization, group, family or young person who fits this bill? If so, please submit nominees—outstanding philanthropists who are changing lives through their connection in fundraising—for the 2009 Philanthropy Day Awards!

**Nominations are due by July 17, 2009.** For more information visit: <http://afpnm.org/philanthropy.htm>

The National Philanthropy Day Awards Banquet is New Mexico's premier event for honoring people of all ages who go above and beyond to truly impact our state.

This year, it will be more important than ever to recognize the people and organizations who have continued to provide support for the causes they care about.

Any questions contact, Monica Niess, Chair of the NPD Nominations and Awards Committee at 505-474-0769 or [monica@thewritechoicenetork.com](mailto:monica@thewritechoicenetork.com).

# UPCOMING EVENTS

## 2009 AFP Board of Directors

Chapter President-  
Pamela Chavez  
E-mail pchavez@afp-nm.org

President-Elect-Celia Merrill  
E-mail cmerrill@afp-nm.org

Past President-Felicia Griffin  
E-mail fgriffin@afp-nm.org

Secretary-Christina Woodlee  
E-mail cwoodlee@afp-nm.org

Treasurer-Shalini Shanker  
E-mail sshanker@afp-nm.org

VP Advancing Philanthropy  
Lisa McCulloch  
E-mail lmculloch@afp-nm.org

National Philanthropy Day-  
Cindy Ortega  
E-mail cortega@afp-nm.org

Outreach-Marisa Gay  
E-mail mgay@afp-nm.org

Communications-  
Betsy Skye Smith  
E-mail bsmith@afp-nm.org

VP Education/Training  
Kathleen Raskob  
E-mail kraskob@afp-nm.org

Programs-Lissa Blaschke  
E-mail lblaschke@afp-nm.org

Diversity-  
Roxanne Rivera-Wiest  
E-mail rrivera@afp-nm.org

Ethics-Marth Beckett  
E-mail mbeckett@afp-nm.org

VP Membership Development  
Ken Thompson  
E-mail kthompson@afp-nm.org

Emerging Leaders-Hazel  
Tull-Leach  
E-mail htull@afp-nm.org

Membership Outreach-  
Peter Moulson  
E-mail pmoulson@afp-nm.org

Professional Development-  
Susan Simons, CFRE  
E-mail ssimons@afp-nm.org

### Staff

Melody Mar Johnson  
Phone (505) 239-9106

## AUGUST 13 – AFP LUNCHEON PROGRAM

### “TRANSFORMING FRIENDS OF YOUR EVENT INTO AGENCY FAMILY” PRESENTED BY PAMELA CHAVEZ

Do you only see the guests of your special events once a year when they attend the gala? Transform your guests from a connection with your event to true engagement with your mission, cause and clients. This workshop provides tips for all key agency and event leadership on cultivation, engagement and “how-to’s” – so plan to register them, too!

Pamela Chavez, AFP-NM President, presented this workshop at the International AFP Conference in March. She is the Director of Community Relations for Don Chalmers Ford, owner of Collaboration\$ Consulting, Regional Facilitator for the National Center for Social Entrepreneurs, and coordinator of the Central New Mexico Funders Group. Pamela has 30 years experience in fundraising, public relations and strategic planning. She is also passionate about helping nonprofits build sustainable capacity for serving mission, cause and clients and is an active volunteer with many community nonprofits.

**When: Thursday, August 13<sup>th</sup> 11:00 am – 1:30 pm (Workshop 12:00-1:30 pm)**

**Location: Indian Pueblo Cultural Center, Pottery Room (above the restaurant/enter the entrance that fronts 12<sup>th</sup> Avenue, then go upstairs) 2401 12th St. NW, Albuquerque, NM 87104**

#### Three Registration Options:

The 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, August 7, 2009.**

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.*

#### SPECIAL NOTE—THERE IS NO MONTHLY MEETING IN JULY!

During the month of July, there will be no luncheon program meeting ... a bit of a mini-vacation for everyone! So, enjoy the sunshine but, please don't forget to register for the July 23rd Audio Conference!

#### **\$50 VISA CARD for SIGNING UP BEFORE June 30!!**

Check out the new Password Protected Members only site on our NM Chapter website!

- **If you sign up before June 30th, your name will be included in a drawing for a \$50 Visa Card** (members already signed up on the website will be included in the drawing)!!
- Don't wait another minute to access the valuable resources available in our new members only site!!! <http://www.afpnm.org/memberinfo.htm>

## EDUCATIONAL RESOURCES

### JULY 23—WEB/AUDIO CONFERENCE

**“A Blueprint for fundraising Success in Any Economy: Creating a Sustainable Comprehensive Development Plan”**

**Enjoy this live broadcast and earn 1.5 CFRE hours!**

Presenter: Kent Dove, CFRE

Time 11:00 AM MDT (Arrive by 10:50 AM)

Length: 90 minutes

Location: Albuquerque Community Foundation

3301 Menaul Blvd. NE #2, Albuquerque, NM 87107

#### About the Event

Based on experiences gained and lessons learned during a career that spans five decades, Kent Dove will describe and detail a comprehensive, integrated development model that has allowed numerous nonprofits to create programs that have grown exponentially and been able to sustain that growth over time. Dove will present a blend of fundraising basics and cutting edge trends on changes in donor attitudes. Learn how to apply techniques to build solid relationships with donors that provide annual, special major, planned and capital gifts over time and permit nonprofits to maximize their private giving potential.

#### Learning Objectives

- Model a comprehensive program that will provide sustainable fundraising success
- Build a new culture of giving for the 21st Century
- Suggest at least three key things (in each area) you can do today to ensure sustainable success going forward
- Building and maintaining a continuous lifetime giving program
- CASE stating process
- Annual Fund
- Major Gifts/Planned Giving
- Communications/P.R./Marketing
- Share at least one idea you can implement tomorrow at work

#### About the Presenter

**Kent Dove, CFRE** is the senior vice president of development at the Indiana University Foundation. Kent has taught both graduate and undergraduate courses as a member of the IU faculty and has served more than 100 nonprofits as a consultant and coach including institutions of higher education, hospitals and health care centers and community based nonprofits. He also is the author of the acclaimed *Dove on Fundraising* series, published by Jossey-Bass.

**AFP Audio Conferences are FREE for anyone attending, but you must REGISTER!**

The file containing the handouts will be emailed to attendees the day before the event, please print out your own set of copies and bring with you.

Don't forget to bring your own snacks or a brown bag lunch!

**The registration deadline is August 21st.**

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

**MEMBER BENEFIT**  
**Previously Aired Audio Conferences... are now Available On-line!**

Because scheduling time away from the office can be tricky, visit the “members only” section of the website:

<http://www.afp-nm.org/memberinfo.htm> and listen at your leisure!

### SAVE-THE-DATES

#### AFP-NM Chapter Live-Audio Conference Schedule through December 2009

- Wednesday, September 2, Prospect Research: How to Use Philanthropy date for the Most Effective Fundraising Presented by Kathleen Rogers
- Wednesday, October 28, Getting Your Message to the Media on a Dime! Presented by Kathy Compton
- Wednesday, December 9, How to Have Conversations with Donors about Planned Gifts Presented by Kathryn W. Miree, J.D.

**We would like to  
Congratulate and  
Welcome our  
newest members  
of AFP-NM!**

**Stephanie Miller,  
Director of Develop-  
ment, Roadrunner  
Food Bank**

**Martha Mondragon-  
Guerin,  
Mailing Consultant  
Adelante Mailing  
Services**

**Did you know  
that AFP  
memberships are  
for an individual  
and move with  
you to your new  
organization?**

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

## EVERY MEMBER CAMPAIGN

Expect a call this month from the AFP Foundation regarding the Every Member Campaign. Even though our organizations may make telephone calls for donations, it's still hard to love getting them! But this is a great opportunity to support AFP-New Mexico and ***your donation comes back to the chapter through the Chapter Partnership Grant program - returning 25 percent of the contributions received from our members!*** We also have the benefit of a Chamberlain Scholarship, which provides funding for a chapter member who is a first-time conference attendee to attend the International Conference on Fundraising. To make your contribution today, please visit: [http://www.afpnet.org/ka/ka-3.cfm?content\\_item\\_id=1447&folder\\_id=2746](http://www.afpnet.org/ka/ka-3.cfm?content_item_id=1447&folder_id=2746).

The mission of the AFP Foundation for Philanthropy 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 Foundation has supported the work of AFP by funding initiatives that benefit members, increase accessibility to educational programs, fund innovative research, and influence public and institutional opinions of fundraising and philanthropy.

Thank you,  
*Celia Merrill*  
President-Elect, NM Chapter-AFP

## CURRENT CAREER LISTINGS

- **The Grant Plant - Research Officer**
- **The Grant Plant - Resource Development Officer**
- **Albuquerque Healthcare for the Homeless - Development Officer**
- **El Ranchito de los Ninos - Home Administrator**
- **Presbyterian Healthcare Foundation - Major Gifts Officer**
- **UNM Foundation, Inc. - Assistant Director of Development**
- **Explora - Director of Development and External Relations**
- **UNM Foundation, Inc.-Director of Development - College of Fine Arts**

Please visit: <http://afp-nm.org/career.htm> for full listing details.

As a service to our members and visitors, we are happy to provide links to other job-related pages for non-profits including the Center for Nonprofit Excellence: <http://centerfornonprofitexcellence.org/home/joblistings>

## "AFP'S JOB POSTINGS PAGE WORKS!"

This message was recently received by our chapter.  
Their job was posted and filled in less than a month!

*"Greetings,*

*Please remove the position posting for Director of Development at National Museum of Nuclear Science & History from the job posting site.  
We have filled this position! Our applicant found this opportunity through AFP's NM site and is a current member.*

*Thank you for your assistance."*

*Jim Walther  
Executive director*

*National Museum of Nuclear Science & history"*



It's **COUNTDOWN**  
TIME

**DON'T BE LATE**  
WITH YOUR NPD  
NOMINATIONS!

**DEADLINE JULY 17,**  
2009

[http://www.afp-nm.org/  
philanthropy.htm](http://www.afp-nm.org/philanthropy.htm)

It's Easy to Give  
To The 2009 AFP  
Every Member  
Campaign.

Click "Make a  
Gift" in the  
green Quicklinks  
section  
at

[www.afpnet.org](http://www.afpnet.org)

If you've

AFP-New  
Mexico Chapter,  
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served

PO Box 37408,  
Albuquerque,  
NM 87176  
505-239-9106

**Summer School  
for  
Fundraising Professionals and  
Nonprofit Executive Directors,  
Board Members, and Volunteers  
and  
CFRE Review Course  
July 15 to 17, 2009  
Inn of the Mountain Gods  
Resort and Casino**

Dear AFP New Mexico Chapter Members:

We hope you will be able to join us in July 2009, our AFP Summer School and CFRE Review Course being held in Ruidoso, New Mexico, July 15-17, 2009 by the AFP West Texas and Southern New Mexico Chapter. We would love to have you participate in this timely and informative training.

If you require further information please call Cynthia Peak Hoffmann, CFRE at (915) 566-8400 or (915)929-2547 (cellular).

Thank you.

Susan H. Oliva, Past President  
AFP West Texas / Southern New Mexico Chapter  
(915)549-6961

**The Partnership  
Central London, UK February 3rd - 4th 2010**

2008 saw the first ever partnership between the Institute of Fundraising UK and the Association of Fundraising Professionals. The conference entitled *Global Perspectives on Major Donor Fundraising: Sharing Successes and Failures between Sectors, Cultures and Economies* welcomed over 200 attendees from across the globe.

Key speakers included **Paul Schervish**, Director, Centre on Wealth and Philanthropy, Boston College (USA), **Mayan Quebral**, Executive Director, Venture for Fundraising (Philippines) and **Alexander Hoare**, Chief Executive, C.Hoare & Co. (UK).

This partnership has gone from strength to strength and in 2010 the two organizations are delighted to work together to develop another successful conference.

This is a unique opportunity to meet and learn from an international audience of fundraising practitioners, major donors, financial advisors and consultants. With a global selection of speakers and delegates from such locations as North America, Europe and Asia, the event will benefit an international audience.

This year's conference will examine innovation and creativity in Major Donor Fundraising and how this can be achieved on a shoestring budget.

All the information on registering is at [http://www.institute-of-fundraising.org.uk/events/  
nationalconventionandconferences/conferences/majordonorfundraising.htm](http://www.institute-of-fundraising.org.uk/events/nationalconventionandconferences/conferences/majordonorfundraising.htm)