



The Link

AFP Newsletter

AFP-New Mexico Chapter

May 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

May 14 - Luncheon program will feature "Story Telling" ...the importance of effective word of mouth: turning staff, trustees and volunteers into powerful advocates!

PRESIDENT'S MESSAGE

Spring has been a time of fertile ideas pushing eagerly from the seed of inspiration to the growth of innovation. Our AFP NM Chapter hopes to nurture participation from as many of you as we can: consider us a virtual "community garden", and get some hands on action!!!

NEW SITE:

Our new password protected members only area has launched on our website, and it is simultaneously attractive, easy to navigate and packed full of helpful resources. SPECIAL THANKS TO SHELLY LIEBMAN, our webmaster, who creates and maintains our amazing website, for his dedication to our profession and his commitment to assist AFP-NM in serving our members. If you are an AFP member, please sign on today (and don't forget the

critical confidentiality and ethics agreement for access to the site). If you are a "not-yet member", this is a great time to join!!! There are also many great resources on the AFP International website (www.afpnet.org) even if you are not yet a member.

AFP INTERNATIONAL CONFERENCE:

I'm happy to report that the AFP International Conference in New Orleans was jam packed with networking, inspiring speakers, intense sessions, interactive learning, exhibit hall resources and time to focus on the big picture of the truly international context of our profession. If you weren't able to attend this year, I hope you will consider going next year, it is always a worthwhile conference!

EMERITUS PRESIDENT'S COUNCIL:

We kicked off the inaugural "Emeritus President's Council" with a March 18th lunch for all past AFP-NM President's who could attend. There was a lot of sharing of the history of our NM chapter, best practices over the years, attention to the current challenges, and brainstorming about how we can draw on the experience of our leadership to continue to strengthen fundraising in New Mexico. The group generously approved the inception of the "Emeritus President's Council Fund". The Fund's goal is to honor the legacy of past leaders to support future leaders with fundraising education opportunities. Stay tuned for more information about the scholarship as the Fund grows!

NATIONAL PHILANTHROPY DAY:

Nomination packets are now available for National Philanthropy Day: **I URGE EACH OF YOU TO PLEASE SEEK OUT AND NOMINATE A PHILANTHROPIST IN YOUR COMMUNITY!!**

NPD gives us the opportunity to highlight those generous donors and volunteers who help us serve the vulnerable in our communities.

See page 4 for more NPD updates & last years winners.

NOMINATIONS OPEN:

It is with regret that I announce that Charles Lowery has resigned from our AFP Board as Vice President of Membership and Networking. We have all benefited from Charles' insights, sensitivity to our members' needs, and his witty sense of humor, and wish him the best of luck in the next step of his journey.

We congratulate Ken Thompson for his promotion to Vice President of Membership and Networking, and very much appreciate his stepping up to carry on the goals that the membership committee started with Charles' leadership.

Nominations are now open for the position of Professional Development Chair (Ken's former position), responsible for credentialing, audio conferences and supporting our advanced members. Applicants for this position must have achieved their CFRE designation.

Thank you for the important role you play in helping to shape the fundraising profession in New Mexico! We hope to see you at AFP NM events!

Pamela Chavez
President, NM Chapter-AFP

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 lmcclulloch@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 Becktell
E-mail mbecktell@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

Staff
Melody Mar Johnson
Phone (505) 239-9106
E-mail marjohnson-afpnm@comcast.net

MAY 14 – AFP LUNCHEON PROGRAM

Would you like to double your fundraising staff overnight?

We challenge and encourage you to bring a program staff member and/or board member to our May 14th AFP luncheon where they will learn to be powerful advocates and fundraisers for your organization through storytelling. Today more than ever, every person at your organization needs to be a part of the fundraising team. Help them learn how to embrace your clients' and your organizations stories and become walking PR campaigns for your organization.

We are very excited to have guest speaker Lynn Trojahn, Vice President of Advancement for ACCION New Mexico • Arizona • Colorado, along with an ACCION board member and client speak about how they use the power of storytelling to engage their community as well as build trust and value in their organization.

ACCION is a nonprofit organization dedicated to providing loans to small business owners. They have placed more than \$25.4 million into the hands of small business owners through microlending. Since 2005, Lynn has led ACCION in raising over \$7 million in contributions and over \$6 million in lending capital.

About Our Presenter:

Past president of the New Mexico Association of Fundraising Professionals (AFP), Lynn was named the AFP Outstanding Fundraising Professional for New Mexico in 2003. She is chair for the United Way Loaned Executive Recruitment and Training Program and she and her husband, Craig, are Alexis de Tocqueville Society contributors. They are also board members for the Future Fund, a young philanthropists group founded through the Albuquerque Community Foundation. Named as one of the state's top *Power Brokers* and a *Woman Who Means Business* by the New Mexico Business Weekly, Lynn is also a Regional Board Member of the National Jewish Hospital in Denver.

Please Plan to Join Us at This Most Inspiring Program!

Where: Indian Pueblo Cultural Center, 2401 12th St. NW, Albuquerque, NM 87104.

When: Thursday, May 14

Registration and Networking 11:00 am

Luncheon Program 11:30 am – 1:00 pm

The cost is \$25 for AFP members and \$30 for others.

The deadline to receive lunch reservations is 5 p.m. Friday, May 8, 2009.

Any reservations received after the deadline will be charged a late registration fee of \$5.

For more information & registration details
<http://www.afp-nm.org/meetingnotices>

** Save - the - date **

June 11 - AFP Luncheon Program "Fusion"

No, we are not talking about food...we are talking about non profits.

Find out how you can strengthen your organization and further your mission and service to your communities by working with other like-minded...or not... organizations. *Yes, we are talking about Collaborations!*

Join us on June 11th as AFP "collaborates" with the Roadrunner Food Bank of New Mexico and Albuquerque Meals on Wheels and together we will explore the

possibilities, challenges and benefits of collaborations.

WHERE: Roadrunner Food Bank's new Warehouse...

WHY: To support three organizations at once!

WHAT: Bring a donation of canned food.

WHO: Arts, Culture, Humanities, Education, Environment, Animals, Health, Human Services, Public/Society Benefit, Religion, Miscellaneous Mutual/Membership Benefit Organizations, Etc.

EDUCATIONAL RESOURCES

Dear Colleague,
I wanted to personally let you know about some of the developments being made on your behalf by the AFP board of directors.

Each of the board members are as concerned as anyone about the state of the economy and the overall health of the local non-profit community.

Given these challenging times, we offer at no charge to you, additional opportunities for networking and education throughout the year. This year we will host a total of 10 live audioconferences. These conferences provide a rare opportunity to learn from and interact with the experts in fundraising.

During each live session, you will be able to watch the presentation, submit questions and participate in audience polls. You will be surprised by how much you can learn in these 90 minute sessions and each completed session earns you 1.5 CFRE hours.

In the past, it has been an AFP member benefit to attend our [web/audioconferences at no charge](#).

Effective May 1, we are pleased to extend that invitation to the entire non-profit community!

So, be our guest and bring a colleague with you to a web/audioconference. There are two upcoming, the details of which are listed below.

We simply ask you to register in advance, so that we can accommodate everyone.

To learn more about these events go to our website at <http://www.afp-nm.org/meetingnotice.htm>.

I hope to see you soon!

Warm regards,

Ken Thompson,
VP Membership, AFP New Mexico

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

*Lisa Breeden-Garcia,
Director of Development
Mind research Network*

*Constance Dove,
Director of Development
La Academia de
Esperanza*

*Kelly Egolf, Principal
Egolf Consulting Ser-
vices*

*Kay Knutson,
Benefits & Beyond*

*Joe Martinez,
Director of
Development
Cuidando Los Ninos*

WEB/AUDIO CONFERENCES

Sign up today 505-239-9106 or marjohnsonafp-nm@comcast.net

May 6 - Audio Conference: "Weaving Ethics Into Your Organization's Fundraising"

Enjoy this live broadcast and earn 1.5 CFRE hours!

Presenter: Paulette V. Maehara, CRFE, CAE, the President and CEO of the Association of Fundraising Professionals

Time: 11:00 AM MDT

Length: 90 minutes

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

About the Event

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 re-examine what it means to be ethical. Paulette Maehara, will explore how organizations can take a holistic look at ethics, identify how organizations can use ethics to reach out to the public to generate support and discuss the current pressing ethical issues - such as donor control and percentage-based compensation.

About the Presenter

Paulette V. Maehara, CFRE, CAE is the president and CEO of AFP. Her background combines extensive fundraising knowledge with strong association management experience. Maehara has been selected by *The NonProfit Times* as one of the Top 50 Most Influential People in Philanthropy for the last ten years, 1999-2008, and she was one of just 100 women chosen to participate in the 2000 Leadership America Program.

Audio Conferences... are now 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 and still earn 1.5 CFRE hours!

June 10 –Evaluating Your Development Program: How Do You Measure Up?"

Audioconference
Presenter:
Linda Lysakowski, ACFRE

Location: To be determined
(outside of Albuquerque)

2008 NPD WINNERS



**Jan Hosea,
Outstanding
Fundraising Professional
2008**



**Melanie Burns,
Outstanding Volunteer
Fundraiser 2008**



**Donna Berardinelli,
Outstanding Youth in
Philanthropy, Middle
School**



**Vaughn Carty,
Outstanding Youth in
Philanthropy, High School**

Enrique C. Knell
ECKNELLPHOTO.COM PHOTOGRAPHY

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

Nominate Your Philanthropic Hero....TODAY!

National Philanthropy Day

November 18, 2009

Sandia Resort & Casino

11:30 a.m. - 1:30 p.m.

National Philanthropy Day 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, their communities and the world. Now, more than ever, fundraising professionals and volunteers can provide a message of hope and opportunity where perhaps there wasn't before.

Do you know an individual, organization, group, family or young person who fits that bill? If so, please help us elevate the good work taking place in our community. Please visit our AFP website at www.afp-nm.org, to download a form, complete with nomination guidelines and criteria.

It's COUNTDOWN TIME

DON'T BE LATE WITH YOUR NOMINATION!

DEADLINE JULY 17, 2009



2008 - National Philanthropy Day Winners

**Jan Hosea, Jim and Carol Hinton, Melanie Burns,
Kathy and Mike Mechenbier, Dominic Roybal,
Donna Berardinelli, Vaughn Carty and The Sandia Civitans**



Special Thanks to our terrific photographer at the 2008 NPD Awards Program,
Enrique C Knell

If you would like to view more of these NPD photos or to purchase them, please go to
<http://www.ecknellphoto.com/Events/652830>

THOUGHTS ON DIVERSITY

- "When we include everyone we get a culture that is rich and binds us all together."
- "Diversity in our workplace drives diversity in our thoughts and ideas."
- "By not all thinking alike we will make a difference."
- "Inclusion happens not by chance but from insightful leadership seeking a better business result."
- "How will we know when we have conquered diversity? When we can no longer see our differences!"
- "A "Sea of sameness" provides little difference in the world of philanthropy"
- "Our diverse culture will be the steering currents we need to get ahead."



**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**

**The Quicklinks
section is also the
place to go to if you
need to update any
of your membership
records.**

**Not a member yet?
Use the Quicklinks
section to download
your membership
application!**

**AFP-NM Chapter Mem-
bers are encouraged to
submit newsletter story
ideas to:
Betsy Skye Smith
bsmith@afp-nm.org**

**JOB Posting/Advertising
Policy for Website
Approved by Board
March 11, 2009**

Cost for Use: No charge

Posting Criteria:

Any postings must be of a nature that it will be a benefit to the membership of AFP-NM members or their organizations.

Announcements deemed inconsistent with the AFP Code of Ethical Principles and Standards, or the Donor Bill of Rights will not be accepted.

Any material deemed inappropriate will not be accepted.

AFP-NM will post a disclaimer stating that any job advertisement on our website is not an endorsement from our Chapter.

CURRENT CAREER LISTINGS

**New Mexico Veterans' Memorial -
Events Director**

**UNM Foundation -
Director of Annual Giving**

**Family Voices, Inc. -
Executive Assistant**

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>