



The Link

AFP Newsletter

AFP-New Mexico Chapter

October 2009 Issue

2009 Meeting Dates

January 8

February 12
Fundraising Forum

March 12

April 9

May 14

June 11

August 13

September 10

October 8

November 18
National
Philanthropy Day
Deadline to register
November 4th

December 10
Annual Meeting

NEXT
MEETING ON
October 8

See page 3 for
all the details

PRESIDENT'S MESSAGE

So how's 2009 working for you??

Here at the New Mexico Chapter of AFP, we are holding our own, and we have our dedicated board of directors and committed members to thank for that!

- Attendance at our monthly lunches is strong, and our members and guests alike are taking advantage of "best practice" sharing to enhance their skills.
- We are not seeing a significant decline in membership renewals, and hope that's because our members feel they get good value for their membership dollars!
- The 2010 board nomination process produced interest from some new members: a step in the right direction of effective succession planning
- Our board has done an outstanding job of managing the Chapter's revenue and expenses, and we are on track to meet our projected budget for 2009!!

So how are these areas working for YOU??

- Are you seeing attendance at your events holding strong?
- Are your stakeholders hanging in there with you, even in challenging times?
- Are you drawing new people into your organization to build a sustainable future?

How is your budget doing in 2009?

Our New Mexico AFP Chapter has the resources to help you in these areas! I hope all of our members have signed up for the password protected area to gain access to the valuable audio conference files stored there – they are a wealth of skill building information!

And please plan to join us at our upcoming celebration of statewide philanthropy at the National Philanthropy Day Awards Banquet on November 18th in Albuquerque!!!

Sharing best practices, building skills together and celebrating our successes – there are at the heart of what AFP can offer you. We hope you will join us in growing and thriving in our profession!

Pamela Chavez
President, NM Chapter-AFP

CURRENT CAREER LISTINGS

Futures for Children, Inc. - Vice President for Development

Leukemia & Lymphoma Society - Fundraising Campaign Manager

Big Brothers Big Sisters of Central NM - Site-Based Match Support Specialist

Explora – Director of Development and External Relations

Girl Scouts of New Mexico Trails, Inc. - Director, Fund Development and Communications

Naranjo Lopez for County Commissioner, District 1 - Professional Fundraiser

Albuquerque Health Care for the Homeless - Development Officer

Please visit <http://afp-nm.org/career.htm> for a full details of these listings. 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://centerforprofitexcellence.org/home/joblistings>

**NATIONAL
PHILANTHROPY
DAY AWARDS
LUNCHEON:**

NOVEMBER 18, 2009

Doors open: 11:00A

Program: 11:30-1P

**SANDIA RESORT &
CASINO**

30 Rainbow Road NE

Albuquerque, NM

87113

505-796-7900

Full Sponsorship &
Registration Details
Page 5 & 6

Deadline to register
November 4, 2009



National Philanthropy Day®

**NATIONAL PHILANTHROPY DAY – A WORLD WITH A GIVING HEART
2009 AFP- NM CHAPTER AWARDEES**

For more than 20 years, New Mexico's own National Philanthropy Day has honored those changing our world for the better. The AFP-NM Chapter is honored to announce the 2009 awardees:

OUTSTANDING BUSINESS/CORPORATION IN PHILANTHROPY: New Mexico Educators Federal Credit Union

OUTSTANDING LEADER IN PHILANTHROPY : Larry and Dorothy Rainosek

OUTSTANDING VOLUNTEER FUNDRAISER: Charmay Allred

OUTSTANDING FUNDRAISING PROFESSIONAL: LaDonna Hopkins

OUTSTANDING SERVICE ORGANIZATION: Assistance League of Albuquerque

OUTSTANDING FAMILY IN PHILANTHROPY: The Cates & Leischner Family

PRESIDENTIAL AWARD: Center for Nonprofit Excellence

Join us on **November 18th** to honor 2009 awardees for their service to our community. This most 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, their communities and the world.

Special thanks to...

Title Sponsor:



Distinguished Sponsor:

**NEW MEXICO
BUSINESS WEEKLY**

UPCOMING EVENTS

AFP-New Mexico Chapter

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

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

Staff

Melody Mar Johnson
Phone (505) 239-9106

OCTOBER 8 - AFP LUNCHEON PROGRAM

“Meet the Experts Roundtables” Panels and roundtables devoted to enhancing your fundraising skills and career development

You won't want to miss this *extended program where you will learn everything YOU want from the experts in our field at the AFP luncheon on **Thursday, October 8th from 10:30 to 1:30** at the new home for New Mexico Dance Institute – **The Hiland Theater, 4804 Central Ave SE Albuquerque, NM 87108.**

You will have the opportunity to spend 30 minutes at three different tables or all of your time at one table (topic)... YOU CHOOSE. Our experts will join a panel following the roundtables to answer your questions.

Join us for this outstanding opportunity to learn from experts. Some of our experts and roundtables will include:

Campaigns - Stanley Weinstein, ACFRE, EMBA of Stanley Weinstein & Co., a capital campaign and capacity building consulting firm

Nonprofit Boards - Pam Hurd-Knief, Director of Development for UNM School of Engineering

Major Gifts - Vicki Macaulay, Director of Planned Giving and Major Gifts for Presbyterian Healthcare Foundation

Social Media - Tom Garrity of the public relations firm The **Garrity** Group; and Maggie Schold, Development Coordinator for the National MS Society's Walk MS and Bike MS events.

Cultivation - Julie Cook, Director of Development for Sandia Prep

Additional roundtables will focus on **CFRE, grants, events and planned giving.** We look forward to seeing you there!

When: Thursday, October 8th *10:30 am – 1:30 pm*

Location: The Hiland Theater, 4804 Central Ave SE Albuquerque, NM 87108

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, October 2nd, 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
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

When you RSVP, please indicate if you are an *AFP member and if you would like to order a vegetarian dish.

SAVE-THE-DATE

The last regular meeting for 2009 will be on December 10. This will be our Annual Meeting and members will be casting their vote for the 2010 Board of Directors.

EDUCATIONAL RESOURCES

OCTOBER 28 – WEB/AUDIO CONFERENCE “Getting Your Message to the Media on a Dime!”

Enjoy this live broadcast and earn 1.5 CFRE hours!

Presenter: **Kathy Compton**

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

Many organizations today just don't have the staff or the resources to commit to a comprehensive media relations program. But every organization that wants to succeed must engage in some sort of media relations as a means of building public trust and credibility, distinguishing itself from its competitors, demonstrating its relevance in the marketplace and positioning itself as a leader. This webinar will provide participants with information on how to build a productive media relations program...on a very limited budget

Learning Objectives

At the conclusion of this session, participants will:

- Have the information they need to build a basic, but solid media relations program;
- Understand the basic architecture of a media relations program and how to adapt it to their organization;
- Understand the importance of building relationships with members of the media; Understand how to make you and your organization more relevant to your target audiences.

About the Presenter

Kathy Compton is a seasoned association executive with substantial experience in management and strategic communications. She is currently Chief Marketing Officer for the Association of Fundraising Professionals (AFP), where she is responsible for the planning and management of AFP print and electronic publications, communications programs, marketing, the new AFP website, media relations and meetings and conferences. Prior to joining AFP, she served as Chief External Affairs Officer for the Society for Human Resource Management (SHRM), one of the 25 largest not-for-profits in the U.S. and one of the 100 fastest growing. There, she provided strategic communications counsel to all divisions and the CEO. Before joining SHRM, she worked for a large bank holding corporation in Texas as manager of their charitable giving activities and media relations program. She also served as a spokesperson in the Office of Media Relations at The White House during the second Reagan Administration.

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 October 26

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>

SAVE-THE-DATE

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

- Wednesday, December 9, How to Have Conversations with Donors about Planned Gifts
Presented by Kathryn W. Miree, J.D.

AFP-New Mexico Chapter,
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PO Box 37408, Albuquerque, NM 87176
505-239-9106

NATIONAL PHILANTHROPY DAY

Spirit of Philanthropy Awards

You are invited to participate in the second annual ***Spirit of Philanthropy Awards*** program to be held at this year's **National Philanthropy Day** (NPD) awards banquet on Wednesday, November 18, 2009.

The intent of the Spirit of Philanthropy Award is to recognize those who demonstrate a commitment to philanthropy through their contributions of time, talent or treasure. If you know someone that demonstrates leadership in support of your organization's goals, a true spirit of generosity or steadfast volunteerism, you can select them to receive an award at the NPD program.

The Spirit of Philanthropy Award is not a competitive process. The goal of the program is to make our NPD celebration even more diverse and inclusive by recognizing the many individuals—staff, board members, donors, clients, volunteers, etc.—whose combined efforts make an extraordinary difference in our community.

We hope that you take advantage of this opportunity by selecting someone you feel is deserving of this special acknowledgement. Selected individuals will be recognized collectively with all Spirit of Philanthropy award recipients during the event. The awardee's name, and that of your organization, will be printed in the program. Finally, your awardee will receive a gift commemorating their recognition at NPD. The small administrative fee for this wonderful recognition does not include a ticket to the event.

Acknowledging your special person is easy. Download the form at <http://www.afp-nm.org/philanthropy.htm>, then mail or fax it with the \$50 administration fee, **postmarked by Oct. 5**. You may purchase your tickets and tables on this form as well.

You can download the full sponsorship/registration form at www.afp-nm.org/philanthropy.htm

Options of payment include:

Secure online registration with a credit card at www.afp-nm.org/philanthropy.htm

Or you can mail in the registration form along with a check to:

AFP-NM

PO Box 37408

Albuquerque, NM 87176

This event sells out annually – your registration is not considered complete without payment!

Reservations and PAYMENT due by November 4th

Questions call 505-239-9106

Ethical Thought for the Day:

“Ethical Behavior is a journey. Not a destination.”

Brought to you by the Ethics Committee of your AFP-New Mexico Chapter

Readers of *The Link* are encouraged to submit newsletter story ideas to:
Betsy Skye Smith

NATIONAL PHILANTHROPY DAY

November 18, 2009

Doors open at 11:00.am.

Program: 11:30-1p.m. Location: SANDIA RESORT & CASINO

The National Philanthropy Day Awards honor individuals and groups who, through their hard work and dedication, have enhanced philanthropy, their communities, and the world. Now, more than ever, philanthropic funders and fundraising professionals provide a message of hope and opportunity in uncertain times. See page 2 for a complete list of all the 2009 New Mexico Awardees.

You can help us celebrate and reflect on the meaning of giving, and all that it has made possible, in one of the following ways:

\$2,500 ADVANCING PHILANTHROPY Sponsor – Only 2 opportunities available!

Your support will ADVANCE PHILANTHROPY through the AFP-NM activities that provide networking and mentoring support to fundraising professionals in New Mexico, particularly underserved rural areas of the state.

Additional benefits: Priority location for Table of 10 with logo table sign, Advancing Philanthropy Sponsor recognition in the printed program; verbal recognition from podium during the program; company name listed on AFP-NM website with a link to your site, recognition article in one 2009 AFP-NM Chapter newsletter.

\$1,000 Leadership Sponsor

Your support will fund AFP-NM chapter outreach programs and services that help fundraiser members around the state serve their clients more effectively.

Additional benefits: Prominent location for Table of 10 with logo table sign, Leadership Sponsor recognition in printed program; verbal recognition from podium during program.

\$500 Table Sponsor

Your support will provide sponsorships and scholarships so small, statewide nonprofits can access workshops, conferences and webinars for skill building.

Additional benefits include: Table of 10 with table sign and recognition as a Table Sponsor in the printed program.

\$100 Philanthropy Support Sponsor

Support National Philanthropy Day and our AFP chapter. This gives you recognition as a supporter and does not include a 'ticket' for the event.

\$50 Spirit of Philanthropy Award

Know someone who has given back to our community that you would like to recognize at this event? We will ask these individuals to stand at the event, be recognized, and receive a token of our appreciation. This award is a surprise to the award recipient! (see page 5 for more information)

Can't purchase an entire NPD table?

- ◇ Ask your Board members to each purchase a 'seat at the table' an **individual ticket is only \$45!**
- ◇ Team up with another organization to split the cost & both be recognized as a Table Sponsor!

Can't attend?

As a **\$100 Philanthropy Day Partner** you can demonstrate your support for National Philanthropy Day and AFP, gain exposure for your organization and be recognized in the printed program and on our website.