



The Link

AUGUST 2010

UPCOMING MEETINGS

- August 12th
- September 9th
- October 14th
- November 15th
National Philanthropy Day
- December 9th

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Fundraising with an HGTV Home

Submitted by Kate Mulqueen, PhD, Equal Access to Justice

East Mountain High School was selected to be the charity beneficiary of an HGTV Dream Home tour by developer Campbell Ranch. During four weekend tours, more than 2,000 people visited the home, as well as 40 million viewers on-line and on-air who watched the home tour. East Mountain High School received invaluable exposure, engaged over 100 volunteers and received \$40,000 in donations.

How did they do it? East Mountain Principal Doug Wine will be joining us at our monthly luncheon on Thursday, August 12th at the Nativo Lodge (I-25

and San Mateo) to tell us how their small high school in New Mexico accomplished such a coup, and how they plan to use the funds raised by the tour.



AFP August Luncheon At-a-Glance...

Topic: Fundraising with an HGTV Home

When: Thursday, August 12th; Networking begins at 11 a.m.; Luncheon & Presentation 11:30 a.m. - 1 p.m.

Where: Nativo Lodge, 6000 Pan American East Freeway NE (near I-25 & San Mateo) in Albuquerque

Cost: \$25 for AFP members/\$30 for non-members

Register at www.AFP-NM.org by 5 p.m. on Friday, August 6th. Late registration fee of \$5 after the registration deadline. Call 505-239-9106 or email MarJohnsonAFP-NM@comcast.net for more information.

Members-Only Network and Nosh at St. Claire Winery

Submitted by Susan Simons, Central New Mexico Affiliate of Susan G. Komen for the Cure

The Association of Fundraising Professionals, New Mexico Chapter invites its members to a wine tasting and nosh at St. Claire Winery, on August 5th at 5 p.m. Visit with friends, meet AFP regional representative Pat Bjorhvalde, and relax with some of New Mexico's very best wine. Light appetizers will be served. There will be a \$5 charge at the door. Space is limited so make a reservation by e-mailing Susan Simons at cnmed@lobo.net.

This event is only open to AFP members, but you still have time to join by going online to www.AFPnet.org.

President's Message

From Celia Merrill, Golden Apple Foundation of New Mexico



Where were you in 1960?

I suspect many of you were not yet even a twinkle in your mother's eye, but even those of us around at that time were not very far along in our professional lives.

On June 21, 1960, the state of New York officially chartered the National Society of Fund Raisers (NSFR), the organization that would grow to become the international Association of Fundraising Professionals in 2010.

The Articles of Incorporation for NSFR described the newly formed organization's mission. Among the seven purpose statements within the Articles, were these:

- To aid fundraisers in the performance of their professional duties; and

- To unite those engaged in the profession of fundraising.

After 50 years, much is still the same. AFP members today most often cite education and networking as two of the most valuable benefits they seek from their membership. The vision of the founders of AFP has been realized and also remains relevant for the organization of 2010, with membership of 31,000 in 207 chapters around the world.

And much has changed, as the programs have expanded to meet the needs of fundraising professionals, through publications, conferences, seminars, webinars, National Philanthropy Day events that involve 50,000 people each year, and a resource-rich website.

A great deal of the value

of membership comes through the offerings of the local chapters, offerings such as New Mexico's monthly meetings, the webinars we schedule, our members-only events, membership scholarships, this newsletter, and our own National Philanthropy Day, an event that in 2009 brought together more than 700 people to celebrate the philanthropic leaders of the state.

Your Board is working hard to make your membership a good value, to live up to the vision of the founders of AFP, and to pay tribute to the theme for the 50th anniversary - "Honoring our past...inspiring our future."

Let us know how we're doing.

Welcome New Members

Kristen Jasna, Director of Development, NB3 Foundation

Debra Romero, Executive Director, Albuquerque Museum Foundation

Nickie Vigil-Garcia

Dan Webb, Board Member, CATA Charter School

AFP-NM Online!

Visit our website at www.afp-nm.org!

Like us at www.facebook.com/AFPNNewMexico!

Follow us at www.twitter.com/AFPNNewMexico!

July AFP Audio Conferences: Planned & Legacy Giving

WEDNESDAY, JULY 27th, Developing a Planned Giving Marketing Plan

Brochures, mailings, the Internet...all techniques you use to market your planned giving program. But what about those qualified prospects who stay just below your radar? Are you proactively identifying planned giving prospects from analyzing annual giving behaviors; using wealth and planned giving scoring models; and using segmentation strategies? In this session, you will learn how to develop an integrated planned giving marketing plan that will help you increase gift income and improve your overall program performance.

Target Audience

Mid-level (3 to 6 years) and senior level (7 to 9 years)

About the Presenter

Timothy D. Logan, ACFRE is Vice President and Senior Consultant of Planned Giving Services and Nonprofit Healthcare Services for RuffaloCODY. Tim has worked in both the for-profit and nonprofit sectors and has over 29 years experience in fund raising, nonprofit management and direct response marketing. In addition to holding the ACFRE credential, he holds a Masters of Nonprofit Management (MNO) degree. An AFP certified instructor, he is a seasoned lecturer and author on fundraising and nonprofit management.



AFP Audio Conferences are FREE for anyone attending but please [register one week prior to the event](#).

- Audio Conferences begin promptly at 11:00 a.m. MDT (Arrive by 10:50 a.m.); each are 90 minutes long.
- Audio Conferences take place at the Albuquerque Community Foundation, 3301 Menaul Blvd. NE #2, Albuquerque, NM 87107. (If the location changes you will be notified prior to the event.)
- Handouts will be emailed to attendees the day before the event; please print out your own set of copies and bring them with you.
- **This Conference is worth 1.5 CFRE hours but you must attend the entire presentation for credit!**
- Bring a snack or a brown bag lunch!

For more information or to register call 505-239-9106 or send an email to MarJohnsonAFP-NM@comcast.net.

AFP Member Benefit - Previously Aired Audio Conferences Available On-Line!

Because scheduling time away from the office can be tricky, visit the [members only](#) section of www.AFP-NM.org to listen to previously aired Audio Conferences.

Audio Conferences currently available include: **Selling Major Sponsors** (Phil Immordino); **50 Asks in 50 Weeks: How to Jumpstart Your Small Development Office** (Amy Eisenstein, MPA, CFRE); and **Mobilizing Generation 2.0** (Ben Rigby).

Save-the-Date -

AFP-NM Chapter Live-Audio Conferences Coming in September & October

Thursday, September 23rd Power Shift: Secrets to Success is the Digital Donor-Centric World, Presenter: Vinay Bhagat

Thursday, October 7th Developing a Planned Giving Marketing Plan, Presenter: Timothy Logan, ACFRE

For more information about AFP Audio Conferences, call 505-239-9106 or email MarJohnsonAFP-NM@comcast.net.

AFP Resource Center: Blogs

The AFP Resource Center maintains a number of topical research and knowledge blogs to assist, guide, and inform both members and non-members interested in the world of fundraising. These blogs are updated daily, and you can leave comments on what you read.

The most popular blogs include **Paulette's Point of View**, from President & CEO Paulette V. Maehara, CFRE, CAE; **Youth & Philanthropy** focusing on articles related to young people getting involved with philanthropy and the charitable sector; and **Nonprofit Technology** featuring stories and press releases related to nonprofits and the use of technology in fundraising, programs, etc.

Visit www.afpnet.org/ResourceCenter for more information.

The Resource Center site was developed with major support from the AFP Foundation for Philanthropy.

Kaleidoscope, Another Invaluable AFP Member Benefit

Submitted by Martha Mondragon-Guerin, Adelante Mailing Services

Published four times a year, *Kaleidoscope* supports AFP's strategic goal of connecting communities around the world by promoting diversity to donors, boards and fundraisers.

In this issue, *Elaine Voci, Ph.D.*, interviews Jim Wood, chief development officer, YMCA of Greater Indianapolis on diversity in our industry. Wood muses about the changes he has seen in the fundraising field, comparing the past to the present. "When I began," Wood said, "there were very few women in chapter meetings, but now I would estimate that 70 percent of attendees are women. Ethnic diversity is bound to naturally increase over time, but we can do much more to encourage it," he said. Here are some of the benefits of increased ethnic diversity to AFP that Jim sees:

- The demographics of our

country are already changing the makeup of boards and donor groups, and we ignore this shift at our own peril.

- There are numerous collaborative opportunities going unrealized that could strengthen our fundraising efforts.
- A more diverse membership would enrich the profession by enhanced creativity, expanded problem solving and more inclusive decision making.

"There are many minorities working in fundraising who are 'under the radar screen' and do not join AFP or even attend a meeting. These are missed opportunities because the lack of ethnic diversity slows our progress as a profession," Wood added.



The Association of Fundraising Professional's Southern Colorado Chapter is hosting a Certified Fund Raising Executive (CFRE) Review Course Oct. 15th - 16th in Colorado Springs. The course will be 8 a.m. - 5 p.m. at the Penrose House, third floor boardroom at 1661 Mesa Avenue in Colorado Springs. The cost is \$390 for AFP members, and \$490 for non-AFP members.

For more information about CFRE, visit www.cfre.org, or contact Maureen Simmons, CFRE at maureen_simmons@msn.com

For more information about the CFRE Review Course offered by the Southern Colorado Chapter, visit www.afpsoco.org

20 Questions with AFP-NM Member...

Bernadette Lujan

1) What is your current job? I can tell you next week!

2) How many years have you been involved in fundraising?

I don't know when I haven't been. I have always worked or volunteered for social profits. Obtaining funds (and making them stretch) goes hand in hand with helping people. I have been privileged to help with creating that bridge.

3) What has been your most memorable experience as a fundraiser? I can remember several incredibly important "mission moments" that have reminded me why it is all worth it. The stories from the people that need our services help me gain perspective and appreciate the challenges.

4) What advice would you give to fundraisers about working in today's uncertain economy? Remember your purpose. We have to be the catalyst for people to give more as people need more.

5) If you could change one thing about the fundraising profession, what would it be? Sense of competition and scarcity! We're all in this world together, and it's going to take all of us to make the differences that we want to see. (Yes, remember Gandhi's wish.)

6) What do you know now that you wish you had known when you were younger? "B" students get by just as well as those that can't accept anything less than an "A". Enjoy the lessons that come regardless of the outcome. As Randy Pausch reminded us, "experience is what you get when you don't get what you want." It's all good.

7) If you could start your career over again, what, if anything, would you do differently? I try not to live my life with regrets or the feeling of wishing I had a "do over". However, I often think that I would have liked to have been more gentle with myself as far as expectations. I don't regret working hard. I guess I regret what I was not doing when I was working so much.

8) Who has been your most influential role model or mentor? I don't know if I can think of a single person. I have had several people whose behaviors and characteristics that I would love to emulate. There are certainly people for whom I worked that taught me everything that I never want to be.

9) What is the best career advice you ever received? Love what you do.

10) How long have you been a member of AFP? Five years.

11) What is your motto? Act selflessly. Give generously. Love completely.



Bernadette and her Chihuahua mix dog, Jack Brownie.

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Excellence in Accounting

By Samoa J. R. Wallach, CPA, Guest Columnist

The Accounting Department is the hub of any nonprofit organization. For years I have been thinking about the notion of Excellence in Accounting as an award category. Someday, accountants will be awarded recognition for their excellence by their co-workers and peers.

What are the characteristics of an excellent accountant? Here is a list I have been developing for years (in no particular order): Organized, accurate, meticulous, ethical, collaborative, team worker, interpersonal skills of listening and verbal communication, confidential, cheerful, knowledgeable about multiple software programs, accounting and tax rules, compassionate and respectful of others. If you re-read this list, many of these characteristics can be attributed to all the team members in your organization.

If I were to elaborate about each of the characteristics, I would start with being organized, because it applies to everyone. Checklists, a calendar and a phone log are essential for basic organization. Checklists in MS Excel for weekly, monthly, quarterly and annual tasks keep one on-track. Instead of catching up, be ahead by completing the tasks when the information is available. This leaves time for projects that other departments bring to accounting and facilitates monthly close for the Financial Statements to reach the Board in a timely fashion. A well kept calendar (paper or electronic) supports and drives the checklists. A phone log should be kept for all phone calls and voicemails. It is a great reference tool especially when you need to recall when a conversation occurred.

A myth on par with that of the Tooth Fairy is “the paperless office”. An accounting department must have computer hardware and software to do the job, but also have organized paper files. Instant retrieval of detail documentation of transactions is critical for team members, the Board and the outside auditors.

An organized desk is crucial for keeping the work-flow from overwhelming oneself. I like to make triage piles that correspond, if they can, to my current checklist. At end of the day I like to review what is on my desk and leave it in logical order ready for the next morning.



Samoa J. R. Wallach is a CPA in Santa Fe. She started out in life as an animal lover and has a Ph.D. in Zoology/Animal Behavior. In the late 80s she got an MBA in Accounting and Finance and went to work for one of the Big 8 accounting firms. Imagine how she migrated from the farm yard to the world of dollars. Her email address is samoaz@att.net.

Sage Advice from Lynn Trojahn

Question: *What are some creative ways to share the impact of a major gift with the donor who made it all happen?*



Answer:

To create creative ways to thank your major gift donor, it is so important to ask them first how they would like to be recognized. In partnership with your contributor you can determine beyond a press release, web announcements, email, Twitter, Facebook blasts and then naming opportunities how they would like best to be recognized. Each type of contributor is different, whether an individual, foundation or corporation in how they want to be thanked. To ensure the most effective and meaningful recognition, work with your contributor and out of your conversations inspiring and creative recognition will bloom!

Lynn Trojahn is Vice President of Advancement for ACCION New Mexico, Arizona, Colorado.

Sage Advice is a new monthly column of *The Link*. Each month the column will feature a question from an AFP-NM member that is answered by one of our local professionals. Please submit your questions on fundraising topics to Marisa Gay at mgay@afp-nm.org.

2010 Every Member Campaign Needs You

Submitted by Kathleen Raskob, Samaritan Counseling Center

The 2010 Every Member Campaign is off to a great start with 100 percent board participation. Thanks to our wonderful board for their commitment to the Every Member Campaign. The chapter fundraising effort was kicked off at the May 13th luncheon. Our Chapter's goal is \$2,500. When AFP-NM members contribute to the campaign and the Chapter meets its goal, 25 percent of our Chapter's proceeds come right back to us for member-only benefits. You'll be hearing more about the member-only breakfast which is a direct result of the New Mexico Chapter meeting its 2009 goal.

Your donations to the Every Member Campaign benefit you in the following ways: scholarships to AFP conferences; the AFP International website and all its resources; and professional support provided to the chapter by AFP International.

It's easy to pledge and/or donate! Visit www.afp-nm.org home page for more information. Thank you!

Team NPD Poised for Growth

Submitted by Pamela Chavez, Collaboration\$ Consulting

"TEAM NPD" is the dynamic Steering Committee for the 2010 National Philanthropy Day Awards Banquet!! Exciting new things are happening with NPD, and YOU are invited to get in on the cutting edge!

Join "TEAM NPD" and select involvement with one of two paths:

RECOGNITION

- NOMINATIONS/SELECTION & AWARDS
- YOUTH IN PHILANTHROPY
- PHILANTHROPY PARTNERS - Community Builders, Spirit of Philanthropy, and others!
- PR/PROMOTION/PRINT

ENGAGEMENT

- PHILANTHROPY COLLABORATIONS: SPONSORSHIPS, TABLE AND TICKET SALES
- EVENT EXPERIENCE: LOGISTICS, SCHEDULE, DECORATIONS

TEAM NPD MEETINGS: Third Thursday of each month, 1:30 p.m. at the Embassy Suites Hotel: Aug 19th, Sept 17th, Oct 7th & 21st, Nov 4th & 11th, Nov 15th – event!, Dec 2nd – TEAM NPD celebration!

Contact Pamela Chavez at vandpc@swcp.com for more info!!!

Center for Nonprofit Excellence Welcomes Author Lisa Dietlin for July 29th Workshop

Submitted by Amy S. Duggan, Director, Center for Nonprofit Excellence

Please join United Way of Central New Mexico's Center for Nonprofit Excellence in welcoming Lisa Dietlin author of *Transformational Philanthropy: Entrepreneurs and Nonprofits* to Albuquerque. Many entrepreneurs struggle to make wise decisions about their charitable contributions; they are determined to make their philanthropy meaningful, but they are often confused about the way to deliver their intentions and their gifts but have no benchmarks for guidance.

Transformational Philanthropy: Entrepreneurs and Nonprofits is the first practical guide for both nonprofit leaders and entrepreneurs to develop meaningful and effective ways to work together in order to solve the challenges facing us in the 21st century.

For the nonprofit leader, it provides insights into the decision making patterns, expectations, and philanthropic behaviors of entrepreneurs as well as strategies for success in working with entrepreneurs. Staff and volunteers of nonprofit organizations will learn how to develop strategies for educating and engaging entrepreneurs in the life of their organization and in the overall philanthropic world. For the entrepreneur, it provides information, suggestions, and strategies for working with nonprofit organizations and becoming successful in the philanthropic world.

We are pleased to host a workshop with Lisa Dietlin on **July 29th from 8:00 - 10:00 a.m.** **Bookworks will be selling copies of Transformational Philanthropy: Entrepreneurs and Nonprofits** and Dietlin will be available to sign copies after her workshop. She will share her insights of the philanthropic world – past, present and future – and how individuals can affect change. Using practical tips geared toward individuals and nonprofit leaders, Dietlin will share how to develop a meaningful and effective working relationship in order to solve the challenges facing us in the 21st century.

Presenter Bio: Lisa Dietlin is a nationally known speaker and published writer on issues of charitable giving and philanthropy. In 2007 she was named Charity Contributor on CBS 2 Chicago with a recurring segment titled “Eye on Charity” in which she shared ideas and information about making philanthropy part of everyday life. She is also the President of Lisa M. Dietlin and Associates, Inc., which was founded to assist entrepreneurial individuals and nonprofit organizations in developing philanthropic strategies. Dietlin has a number of clients in New Mexico. More info: www.lmdietlin.com.

At-a-Glance...

Transformational Philanthropy: Entrepreneurs and Nonprofits Workshop
July 29th, 8:00 - 10:00 a.m.

United Way of Central New Mexico, 2340 Alamo SE, 2nd Floor,
Albuquerque, NM 87106

\$15.00 registration fee

Register: www.centerfornonprofitexcellence.org, 505-247-3671,
or info@centerfornonprofitexcellence.org

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**20 Questions with AFP-NM Member
Bernadette Lujan**

12) Where are you from? I am from northern NM – Pecos to be exact. I never appreciated it as much as I do today.

13) What is your favorite ‘get-a-way’ spot in New Mexico? Any spot that I can connect with nature, as in taking a walk through a national park or monument, and then finish the day with good wine, a good meal and good company. So many options so little time!

14) What book (or magazine) are you currently reading? Magazine: *Real Simple*. I love the concept of simplifying life even if I can't make it a practice. Book: The last mystery written by Tony Hillerman. I've held out to read it.

15) What do you think is the best part about living in New Mexico? It is the only state that I have known. While I do have aspirations of living in a big city for a period, what I find best about living in NM is that the people I love the most are an hour and a half away.

16) If you could change one thing about New Mexico, what would it be? The complaints about traffic and parking....and the crazy winter driving.

17) What is one hidden New Mexico treasure that others should know about? The multiculturalism is as beautiful as the wondrously spectacular sunsets! We are a long way from three cultures.

18) What do you do to de-stress? On a daily basis, I cuddle with my 11-pound Chihuahua mix pup- Jack Brownie – who happens to own my heart. He exudes unconditional love and his gentle spirit calms my soul.

19) If you could try another profession for one day, what would it be? Mystery writer.

20) What is one fundraising best practice that you can share with other AFP members? Be grateful for whatever response that you get to “the ask.” Remember that you are extending a privilege.