

# THE NEWS RAISER



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**Note The Dates**

- **4/5/07. AFP Membership Meeting & Program.** 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa. **RSVP deadline is April 2.**
- **4/10/07 AFP Audio Conference.** Noon - 1:30 pm at The Alzheimer's Association, 6465 South Yale, Suite 312. **RSVP deadline is April 6.**
- **4/26/07 Full AFP Board Meeting,** 4 pm at Hospice of Green Country, 2121 S. Columbia Ave.

## April 5 AFP Program — Media Relations: How to Get Your Nonprofit in the News

Many nonprofit organizations often take a hit and miss approach to getting publicity for their organization; however, there are strategic ways to secure desirable media attention. Come hear first hand from media representatives the dos and don'ts for getting coverage. Representatives from the *Tulsa World*, KRMG, KJRH Ch. 2 and *TulsaPeople* will give you the facts on media relations. When are the best days to send news releases? Should you email, fax or snail mail information? Are press conferences a good idea and what time of day should you hold them? What's worthy of TV coverage? How do you get a feature story in a magazine? Get answers to all your burning questions and get on the right track to getting your nonprofit in the news.

AFP member Arlene Johnson will be the moderator of our distinguished panel, which includes a representative of KRMG and the following media experts:



Susan Ellerbach, Managing Editor, *Tulsa World*



Missy Kruse, Editor, *TulsaPeople Magazine*



Russ McCaskey, Anchor, KJRH Channel 2

### AFP Eastern Oklahoma Chapter Monthly Program

Date: Thursday, April 5, 2007

Time: 11:45 a.m. check-in  
12:00 – 1:15 p.m. lunch buffet and program

Location: B.S. Roberts Room at OSU-Tulsa, 700 N. Greenwood

Cost: \$15 members, \$20 non-members

Registration: Online at [www.afpeastok.org](http://www.afpeastok.org) or to Ruth Richards at [ruth.richards@laok.org](mailto:ruth.richards@laok.org).

**Deadline to register is April 2, 2007**

## SAGE ADVICE FROM WENDY THOMAS

### Leading an Effective Meeting

We've all endured them . . . meetings that meander aimlessly with nothing accomplished, meetings where all the decisions have been made before you get there, meetings that are a soap box for one person, meetings that disintegrate into discussions of minutia that are blown way out of proportion.

Don't be a meeting murderer! Here are some tips on leading an effective meeting.

- **Meeting times should be announced to members well in advance.** People's calendars are full and they cannot necessarily drop everything to accommodate a meeting on short notice.
- **Meetings should not be cancelled at the last minute** except in case of emergencies. If a meeting is not needed, give people the maximum advance notice so they can make other useful plans.
- **Every meeting must have an agenda.** The agenda becomes the road map for what needs to be accomplished. It is a tool to bring the meeting back to order when it wanders.
- **Each agenda item should have a purpose.** Most items will fall into one of these categories: decisions needed, discussion items, announcements and items are you hoping to delegate. Place the most important agenda items first so you don't run out of time for meaningful discussion.
- **Every member of the committee should participate.** If you are leading the meeting, draw out those members who seem not to be participating by asking for their input or asking if they can take on a task. As the meeting leader you need to be especially careful that you don't monopolize the floor.

*Continued on page 4*



### KUDOS TO OUR 2007 PROGRAM COMMITTEE

Karen Senger and Sue Mosher, Co-Chairs  
Sharon Gallagher  
Andrea Hutchinson  
Arlene Johnson  
Amy Livingston

## WELCOME NEW AFP MEMBERS!

Dr. Paul J Kent  
Director of Development  
Tulsa Habitat for Humanity

Krista Ann Bendana  
Children's Miracle Network  
The Children's Hospital at Saint Francis

Laura Riley  
Price Tower Arts Center

Muriel Hakim  
Development Coordinator  
Mental Health Association in Tulsa

Mary Kay Snyder  
Director of Development  
Oklahoma Methodist Manor

### INTERESTED IN AFP MEMBERSHIP?

Contact:

Donna Stidham, CFRE  
Vice President of Membership  
[dstidham@tulsaospice.com](mailto:dstidham@tulsaospice.com)

918-747-2273

for a membership packet.



Or visit the AFP website at

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

to fill out an application on-  
line



## SAGE ADVICE (CONTINUED)

- **Unresolved issues should be delegated for future action.** Sometimes a topic is too complex or controversial to solve within a single meeting time. Rather than let a discussion drag on, once it is clear that resolution is not possible, assign a task force to research the issue further and bring a proposed solution back to the group at a later date.
- **Begin on time and end on time.** Have the habit of using people's time in a respectful fashion and they will respond by respecting their commitment to the group.
- **Distribute notes from the meeting in a timely fashion.** This is especially important for those who were not there. The notes help someone who missed the meeting keep in the loop and will remind those who were there of the progress made or tasks delegated.

Leading an effective meeting is a gift you can give to your group that will keep them engaged and ensure the success of your endeavors.



*This month's SAGE ADVICE contributing writer is Wendy Thomas, Executive Director of Leadership Tulsa. If you have an area of expertise or a topic of interest to share with your peers, please submit an article of 250 - 400 words to the editor, [lynn@sossamon.com](mailto:lynn@sossamon.com).*

### SAVE THE DATE!

## Thursday, November 29, 2007

Celebrate the 25<sup>th</sup> Anniversary of the Eastern Oklahoma Chapter of AFP at the annual conference AND National Philanthropy Day.

AFP will partner with the Oklahoma Planned Giving Council for a day of sessions for all levels of experience in fundraising. Our special guest presenter will be **Simone Joyeaux**, [www.simonejoyeaux.com](http://www.simonejoyeaux.com), who will also be the National Philanthropy Day luncheon speaker.

Mark your calendars now and watch for further details.



**T**he News Raiser is published monthly (except July) by the Eastern Oklahoma Chapter of the Association of Fundraising Professionals in Tulsa, OK.

**T**he 2007 Chapter President is Nancy Hatfield (Child Abuse Network), the Vice President of Communications is Larry Bartley, CFRE (Tulsa City-County Library) and The News Raiser Editor is Lynn Sossamon, CFRE (Strategic Solutions).

**T**he Chapter's web site is [www.afpeastok.org](http://www.afpeastok.org).

**D**eadline for articles to be included in **The News Raiser** is the 15th of the month prior to publication. You can send articles and comments to the editor by emailing [lynn@sossamon.com](mailto:lynn@sossamon.com).