



THE NEWS RAISER

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Note The Dates:

- **2/05/09**
Deadline to register for February luncheon
- **2/26/09**
Web Conference
- **3/05/09**
AFP March Membership Meeting & Program: 11:30 am–1:15 pm, B.S. Roberts Room at OSU-Tulsa.
- **3/12/09**
Membership Recruitment Reception. Watch for more information!

February 5, 2009 — Chapter Meeting & Program:

E-Fundraising: Using internet tools to increase contributions



*Cate Shaffer
Sales Account Executive
at eTapestry*

Has your organization embraced online and email fundraising as a part of your development plan? Is the internet the future of philanthropy? Many of us feel some trepidation about bringing new fundraising

ideas into our currently successful repertoire. Should we? And if so, how? Learn the answers to these questions and more at the February 5 AFP luncheon.

Cate Shaffer is a new Sales Account Executive at eTapestry. eTapestry serves over 4,500 non-profits daily with their Database, Communication

and Website Application Service needs. The most rapidly growing database technology company in the sector, eTapestry adds over 125 new customers every month!

Cate has been involved with many local area organizations such as the Oaklandon Youth Organization, Make-A-Wish Indianapolis, and School on Wheels.

Cate originally started with eTapestry trying to help non-profit organizations realize the importance of a web presence. She now works specifically with non-profits looking for a solution to their database needs. She understands that resources are a scarce commodity and helps to implement database solutions with this in mind in order to solve various fundraising needs and desires.

AFP Eastern Oklahoma Chapter February Program

Speaker: Cate Shaffer, Sales Account Executive at eTapestry
 Date: February 5, 2009
 Check-in: 11:30 a.m. / Lunch & Program: 12:00 – 1:15 p.m.
Please note arrival time is now 11:30. This will help ensure a full 45 minutes for our speakers.
 Location: North Hall Conference Center,
 B.S. Roberts Room, OSU-Tulsa
 700 North Greenwood Ave.
 Cost: \$15 members, \$25 non-members
 Registration: Register online at www.afpeastok.org or contact Ruth Richards at rerichards@cox.net.

Deadline to register is Monday, February 2nd

ABIGAYLE M. TOBIA NATIONALLY RECOGNIZED WITH THE FIRST STANDARDS-BASED GRANTS CREDENTIAL

AFP Eastern Oklahoma Chapter Administrator and chapter member Abigayle M. Tobia, MNM, CFRE, GPC, the principal consultant for Innovative Development and Management Services, has earned a

nationally recognized credential in the grants field. The recognition is conferred by the Grant Professionals Certification Institute, Inc. (GPCI, pronounced "gypsy"), an affiliate of the American Association of Grant Professionals (AAGP). Abigayle is one of 225 certified grant designers and managers who were conferred the "GPC" title as Grant Professional Certified. The credential recognizes proficiency in standards that include tenure in the profession, education, demonstrated achievement and a commitment to service for public and private philanthropy.

"The past decade of activity by the American Association of Grant Professionals shows this field now requires skills far beyond just the staff-level 'writer' role," said GPCI Past President Marcia Ford. "Today, grant professionals are held accountable not just by their employers, but especially by charitable and corporate foundations and governments. They are called upon to negotiate elaborate collaborations between groups that can leverage more productivity than a single agency or advocacy group could manage on its own. They come from many walks," she said, "and are more likely to have nonprofit management and program development skills than the typical proposal writer from the last generation."

CFRE Class

A Few Questions to Consider:

Is your professionalism showing? Would you like to prepare for greater success and recognition?

Would you like to upgrade your knowledge of the various aspects of philanthropy?

The Eastern Oklahoma Chapter of AFP is offering a nine-week series of classes designed to prepare the participants to attain Certified Fund Raising Executive status and also to expand their knowledge of many aspects of philanthropy and non-profit leadership. The class is open to AFP members and non-members and will be held over the noon hour beginning in late March.

An interest survey was distributed at the January membership meeting to determine what day of the week works best for most. If you think you may be interested, but were not at the January meeting to express your interest at that time, **please contact Fay Palma at fpalma@montecassino.org or at (918) 746-4120.** The classes will be held from 11:30 am to 1:00 pm each week. Please let Fay know your

preference for class on Mondays, Tuesdays or Wednesdays.

The instructors for the classes will be professionals from our AFP community who are experts in their subject area and who hold the CFRE or ACFRE designation. Class topics will include but are not limited to: Donor relations and cultivation, volunteer

involvement, strategic planning and governance for philanthropy, planning and executing a fundraising program including annual and capital campaigns, understanding planned giving vehicles and strategies, prospect research, securing major gifts, ethics and accountability, and guidance on the CFRE accreditation process.

After the optimum day for the class is chosen, registration will be made available through the AFP website. The class fee of \$175 (members) and \$200 (non-members) will include an excellent reference textbook and all instructional materials. Class size will be limited to 20. The classes will be held at Monte Cassino School at 21st and Yorktown.



Future Leaders in
Philanthropy Article

Cool Corporate Awards

By Shikha Dalai

'Tis the season for corporate philanthropy awards programs! FLiP recently reported on Maybelline New York's Beauty of Education Awards, and today we'd like to tell you about a neat employee-focused program from Gap, Inc. The company recently announced awarding a \$50,000 grant and 80 hours of total paid time off to three employees as part of its annual Founders' Award. The award honors the philanthropic legacy of Gap, Inc. founders Doris and Don Fisher and is given to employees who best demonstrate personal community involvement and propose innovative solutions that deliver a positive social impact. There is also a \$25,000 grant awarded with 40 hours of paid time off, as well as a \$15,000/20 hours award. **Continued on page 4.**

Learning Opportunities:

WEB CONFERENCES

February 26

Introducing "Donor Touchpoint Management – A Marketing Approach to Donor Relations

March 12

The Seven Things Everyone Wants: What Freud and Buddha Understood (and We're Forgetting) About Online Outreach

Web-conferences are held at OSU Tulsa from 12:00 pm – 1:30 pm

Bring your own lunch

Cost: Free for members
\$15 for non-AFP members

Register Online at www.afpeastok.org

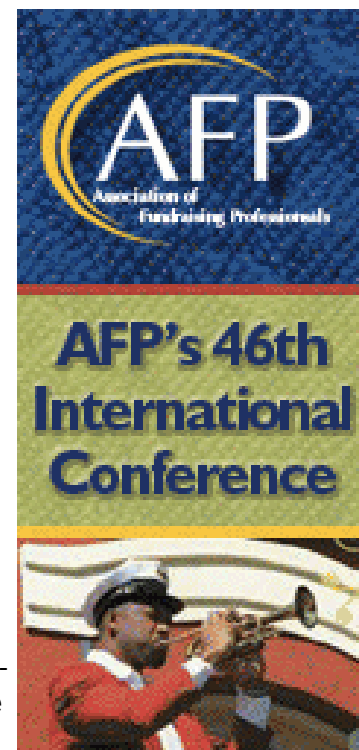
TULSA CITY-COUNTY LIBRARY FOUNDATION CENTER UPCOMING CLASSES

- **Making Meetings Meaningful**
Wednesday, February 18 • 9:30a.m.-12:00p.m.
Hardesty Regional Library, Redbud Auditorium
- **Grant Seeking for Nonprofit Organizations**
Wednesday, March 25 • 1:00-3:00p.m.
Central Library, Computer Training Room
- **Financial Statements for Non-financial People**
Wednesday, April 22 • 9:30a.m.-12:00p.m.
Hardesty Regional Library, Redbud Auditorium

Pre-registration is required. Class size is limited. Contact the Foundation Center Librarian at 596-7940 or foundationcenter@tulsalibrary.org to register or for more information.

**Don't
Miss
Out!**

- March 29–April 1
- New Orleans
Advanced Registration Deadline is Feb. 20th .
- Visit <http://conference.afpnet.org>



FLiP Cool Corporate Awards... This year's top prize was awarded to Eric Severson, Amy Solliday and Paul Adams for their commitment to their community partner, Family Service Agency of San Francisco; the three are members of the Board of Directors. The grant money will be used to help fund a pilot program, Prevention & Recovery of Early Psychosis, to provide early diagnosis and cutting edge treatment of schizophrenia for teens and young adults; the team will work in conjunction with the University of California San Francisco and Mental Health Association of San Francisco.

In addition, Severson, Solliday and Adams received 80 hours of paid time off to work with the nonprofit to get the project off the ground, which includes operational consulting along with policy and procedure development.

Gap's recent work is a great example of how a company can still make a sizable impact on a nonprofit during this tough economic climate, by using creative efforts. The combination of paid time off with skills-based volunteerism activities allows Gap to have a connection with its employees and reveals the Company's value in offering opportunities to build these important social skills for its employees. Overall the work is a testament to the Company's overall dedication to the philanthropic sector - kudos!

WELCOME NEW MEMBERS!

Garon Boyd
Bconnected

Drew M. France
Director of Development
Community Action Project

Donna K Brooks
Regional Development
Coordinator OK Baptist
Homes for Children

Dr. Robert Knebel
Director of Development
Oklahoma Methodist
Manor

Jane M. Dunbar
Director of Development
Habitat for Humanity

Debbie Redmond
Development Assistant
Undercroft Montessori
School

INTERESTED IN AFP MEMBERSHIP?

Visit our local website at www.afpeastok.org to fill out an application on-line.

Chapter dues are \$50 plus national dues:
\$100 - introductory membership or \$150 total
\$220 - active membership or \$270 total

Contact Co-Chairs:
Nancy Hatfield
Membership Recruitment
nhatfield@tnc.org
(918) 585-1117

Lee Bartel
lbartel@john316mission.org
(918).587-1186 x 214

Or

Donna Stidham, CFRE
Vice President Membership
dstidham@hospiceofgreencountry.org
(918) 747-2273

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

The 2009 Chapter President is Claudia Meiling (RSVP), the Vice President of Communications is Meredith McDaris (The Bridges Foundation) and *The News Raiser* Editor is Ashley Heider (Mental Health Association in Tulsa).

The Chapter's web site is www.afpeastok.org.

Deadline 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 aheider@mhat.org.

CONTACT INFORMATION: OFFICERS & COMMITTEE CHAIRS

Do you have a question about AFP or an idea that you'd like to submit?
Feel free to contact any of our committee chairs!

President	Claudia Meiling	280-8656	claudia@rsvptulsa.org
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Secretary	Leah Brumbaugh	382-2410	lbrumbaugh@mhat.org
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	Lee Bartel	587-1186X 214	lbartel@john316mission.org
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Diversity Chair	Blaine King	488-0882x15	blaine.king@oke.nmss.org
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