

THE NEWS RAISER



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Note The Dates

- **6/7/07. AFP Membership Meeting & Program.** 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa. **RSVP deadline is June 4.**
- **There is no Chapter Meeting or Audioconference in July.**
- **5/24/07 Executive Board Meeting,** 4 pm at Hospice of Green Country, 2121 S. Columbia Ave.

June 7 AFP Chapter Meeting & Program *Robin Hood Marketing*

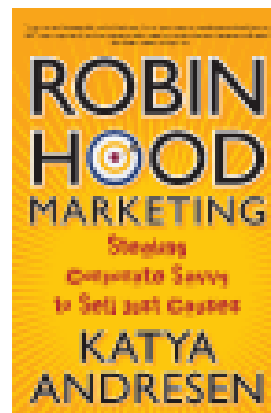
How do you motivate people to give money, take action, or otherwise advance your worthy cause? The answer is marketing, and whether you're a nonprofit executive or a PTA volunteer, Robin Hood Marketing shows you how to sell your mission as successfully as the great marketing minds of corporate America sell their products.

Robin Hood Marketing demystifies winning marketing campaigns by reducing them to ten essential rules and provides simple steps for applying the rules ethically and effectively to good causes of all kinds.

Our program speaker will be **Stacie Mann, Director of Marketing, Network for Good**. Mann is responsible for ongoing consumer marketing and editorial programs featured on the website and in donor outreach. She holds a bachelor's degree in French and Marketing from Duke University. Prior to joining Network for Good, Mann worked in the Interactive Marketing division of America Online managing their strategic e-commerce partners.

About Network for Good

Network for Good is the Internet's leading charitable resource, bringing together donors, volunteers and charities online to accomplish good. At www.networkforgood.org, users can donate to more than one million charities and search from among more than 36,000 volunteer opportunities. In addition, non-profits can access tools for fundraising, volunteer recruitment and donor communication.



AFP Eastern Oklahoma Chapter Monthly Program

- Date: Thursday, June 7, 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 or to Ruth Richards at 295-9412

Deadline to register is June 4, 2007

SAGE ADVICE FROM DEANNA BOSTON

Telephone Solicitors for Hire

I recently had the opportunity to research charitable telephone solicitation policies in all fifty states. What I found was astonishing!

Forty-four states require professional charitable solicitors to register and fourteen of these provide some form of online access to view a list of registered professional solicitors (a professional solicitor differs from a fundraising consultant in that they will at some point have physical control over the funds of the charitable organization). Some states provide a comprehensive list of registered solicitors detailing what percentage of the contributions go to the charity and what percentage the paid solicitor receives.

The percentage of a contribution going to a professional solicitor can be as high as 100% with no money ever reaching the nonprofit organization. In the worst cases, the nonprofit can owe money to the professional solicitor. In Oklahoma, professional solicitors are required to register, however, Oklahoma does not provide details regarding percentage of fees paid to the solicitor unless a specific request is made.

The Association of Fundraising Professionals code of ethics states that members shall not accept compensation that is based on a percentage of contributions. Many of these professional solicitors are compensated on a percentage based scale.

How can one be sure that the person calling to ask for your financial support of a charitable organization is being paid a reasonable salary that correlates with the AFP code of ethics? How can we protect our donors, the integrity of the fundraising profession and nonprofit community? Until there is a change in Oklahoma Charitable Contributions Act, your donors can ask the following questions to ensure their donation provided through telephone solicitation will be used judiciously:

- Are you employed by the nonprofit for which you are calling?
- Are you a volunteer of the nonprofit for which you are calling?
- Are you paid for a percentage of every dollar you raise?
- What programs will my donation support?
- How much of my donation is tax-deductible?
- What percentage of my donation goes directly to the organization?
- Can you mail me some more information about the organization?

Continued on page 5

SAVE-the-DATE!

Wed., July 18, 2007

**Steve Gunderson,
President and CEO of
Council on Foundations
will be in Tulsa.**

**Stay tuned for more
Information from AFP
and the Tulsa
Community Foundation.**



INTERESTED IN AFP MEMBERSHIP?

Contact:

Ricky Dixon,
Membership Recruitment
rdixon@seniorline.org
(918) 664-9000 X 275

Donna Stidham, CFRE,
Vice President of Membership
dstidham@tulsahospice.com
918-747-2273
for a membership packet.

Or visit the AFP website at
www.afp.net to fill out an
application on-line

Upcoming Chapter Programs

July & August – No Programs/Summer Break

September 6, 2007

Donor Loyalty/Donor Appreciation

Speaker TBD

October 4, 2007

e-philanthropy

Speaker TBD

November 1, 2007

We're Measuring Outcomes, So Now What?

Sue Mosher—President, Segue Consulting

November 29, 2007

Joint AFP/Oklahoma Planned Giving Council Professional Conference and AFP National Philanthropy Day Luncheon (more details to come)

December – NO PROGRAM

January 10, 2008

Conversation with a Local Philanthropist

An intimate insight into one local philanthropist's life journey, passions and reason for giving

Philanthropist to be announced in November

Moderated by Phil Lakin—Executive Director, Tulsa Community Foundation

WELCOME NEW AFP MEMBERS!

Jennifer Cordero
Director of Marketing & Public Relations
Price Tower Arts Center

Lisa Holden
Director of Development
St. Philip Nevi Newman Center

Kristen Wilson
Development Coordinator
Center for Individuals with Physical Challenges

Michael Christopher
Senior Development Analyst
Healthcare IT Transition Group

Catheryn L Mason
Director of Development & Communications
Community Action Project

GRANT AWARDED TO EASTERN OKLAHOMA CHAPTER OF AFP

Lori Mathis, Chapter Treasurer, has announced that we have received a grant of **\$444.17** from the Association of Fundraising Professionals for our involvement in the 2006 Every Member Campaign. The funds will be used for NPD and the Annual Conference, which will be held on November 29, 2007.

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

The 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).

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 lynn@sossamon.com.

REMINDER

All AFP members are encouraged to bring a prospect or guest to our Recruitment Party on May 24th.

RSVP by May 21st to Rickye Dixon at 664-9000 or e-mail rdixon@seniorline.org.

There is no group of people who know how to throw a party better than AFP ...

Think of all those galas and balloon glows and wild times at the Zoo.

We also have helped raise buildings and programs all across NE Oklahoma!

We hear that YOU have too!

Please join us

but check us out first at . . .

The Garden Center

(2435 South Peoria)

Thursday, May 24th

5:30 - 7:00 p.m.

RSVP to Rickye Dixon 664-9000, ext. 275

TOP TEN REASONS FOR JOINING AFP

1. Proclaim your professionalism.
2. Advertise your integrity.
3. Advance your career.
4. Further your cause.
5. Network with others who do what you do.
6. Advocate for your profession.
7. Serve your profession.
8. Don't reinvent the wheel...use available resources.
9. Play a part in elevating the status of the fundraising profession.
10. Do it for YOURSELF!

SAVE THE DATE: November 29, 2007

AFP and Oklahoma Planned Giving Council will jointly present *The Power of Giving*, an educational conference and National Day of Philanthropy celebration. The November 29th event will also mark the 25th anniversary of the Eastern Oklahoma Chapter of AFP.

The guest speaker will be **Simone P. Joyaux, ACFRE**. Joyaux is an internationally recognized leader in the philanthropic profession. She has worked as a consultant with hundreds of non-profit/nongovernmental organizations of all sizes and types. Her specialties include fund development, board and organizational development, and planning.

The second edition of Joyaux's book, **Strategic Fund Development: Building Profitable Relationships That Last**, has become an industry standard.

Simone Joyaux received Rhode Island's 2003 Outstanding Philanthropic Citizen Award for her significant contributions as a donor and volunteer. She received the state's Outstanding Fund Raising Executive Award in 1987 for her work as a professional.

Joyaux is an acclaimed teacher and keynote speaker. She presents top-rated workshops and seminars all over the U.S. and in Canada. She has also presented in Australia and Mexico. Joyaux is a faculty member for the Master of Arts Program in Philanthropy and Development at St. Mary's University of Minnesota.

Watch for more information on the programs and activities planned for this day of education and celebration.

SAGE ADVICE CONTINUED FROM PAGE 2

If you are conducting a telephone solicitation campaign, you should guide those making the calls to disclose this information voluntarily. Telephone solicitation is a valid tool in fundraising and should be used ethically.

To view Kentucky's registered professional solicitor list, visit <http://ag.ky.gov/consumer/charity/active.htm>

For a copy of the full twenty page report and research findings, please contact Deanna Boston at kyleanddeanna@cox.net

Deanna has been a member of AFP and worked in the nonprofit community since 1998. She is currently the Executive Director of Rebuilding Together Tulsa, a graduate of Leadership Tulsa class 28 and will graduate with a Master's in Nonprofit Management from Regis University in August 2007.

BECOME A PUBLISHED AUTHOR!

AFP members are invited to submit articles for **SAGE ADVICE**. 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.



CFRE: Is it for you?

Why, you might ask, should I torment myself to learn the vast information necessary to pass the Certified Fund Raising Executive (CFRE) test? Why should I abandon my favorite television shows to read voluminous articles and books that could help me pass the CFRE test? Why should I shut down my exciting weekend social life, putting nose to the grind stone, to have 4 short initials on my business card?

The Top 10 Answers, according to the CFRE website, to the above questions are:

- Increase Credibility**
- Improve Career Opportunities**
- Prepare for Greater Responsibility**
- Develop Skills & Knowledge**
- Yield Greater Earning Potential**
- Demonstrate Commitment**
- Enhance Professional Image**
- Reflect Achievement**
- Enrich Self Esteem**
- Foster Peer Recognition**

For me, it was a combination of personal achievement and encouragement and motivation from the Executive Director at my first stop in the world of non-profit organizations. But out of it I realized I was not too old to learn massive amounts of new information and I can talk knowledgeably with my brother-in-law who is very active in fundraising at OSU.

OK, why all this information? It is time (actually past time) to inquire about the interest for participation in a CFRE course this fall.

I will soon be sending out a survey asking for your input and preferences on course format as well as interest in participating in the course. This course is not limited to just AFP members, so feel free to invite other co-workers who might have an interest. This course will provide valuable information to anyone associated with a non-profit organization. Cost will probably be \$150 per person; this will include the Kent Dove book, "Conducting a Successful Fundraising Program". It will also be a fabulous refresher course for you CFREs who took the test before it was computerized.

Watch for the survey, coming to your computer soon, and please respond. I look forward to hearing from you and seeing you in class.

CFRE Chairman,
Janet Gaskins, CFRE