

THE NEWS RAISER



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May 3 AFP Chapter Meeting & Program *A Board with a Mission – How to Have One*

Raising money for your organization without the support of your Board can be an uphill struggle. During this workshop **Robert G. Swanson** will share proven strategies you can implement immediately to give Board members the confidence and tools needed to cultivate donors, solicit gifts and strengthen your organization's position in the community.

Robert believes strongly that fundraising is about engaging current supporters and new supporters in the life of the organization; that only half of fundraising is about the money, the other half is about the organization, its mission and its people.

As an active consultant, author and speaker, he has shared this vision and this strategy of fundraising with countless nonprofit organizations. His clients range from hospitals to universities, from museums to conservation groups, human service organizations to national youth and issue advocacy groups. He has helped clients secure more than \$300 million in gifts and grants.

According to Robert, successful nonprofits understand the four steps of fundraising – identification, cultivation, solicitation and appreciation – and how they apply to their organization. Every organization is different, but the steps are always the same.



Robert G. Swanson,
President
Hartsook Companies, Inc.

SPECIAL PRICE & BOOK SIGNING AFTER MEETING

Robert Swanson's new book, *Fundraising Magic – 33.5 Strategies for Turning Board Members into Money Makers*, will be available for \$10 (a 50% discount off the list price of \$19.95) at a book-signing immediately after the meeting.

Note The Dates

- **5/3/07. AFP Membership Meeting & Program.** 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa. **RSVP deadline is April 30.**
- **5/16/07 AFP Audio Conference.** Noon - 1:30 pm at The Alzheimer's Association, 6465 South Yale, Suite 312. **RSVP deadline is May 14.**
- **5/24/07 Executive Board Meeting,** 4 pm at Hospice of Green Country, 2121 S. Columbia Ave.

AFP Eastern Oklahoma Chapter Monthly Program

Date: Thursday, May 3, 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 ruth.richards@laok.org.
Deadline to register is April 30, 2007

SAGE ADVICE FROM SUE MOSHER

“Begin with the End in Mind”

Taking an Outcomes Approach to Strategic Planning

You're probably familiar with Stephen Covey's second habit in his book, *The 7 Habits of Highly Effective People*. In nonprofit strategic planning, beginning with the end in mind can energize and revitalize your organization. By shifting from an activity-based plan to an outcome-based plan you shift from focusing on *what* you're doing to *why* you're doing it.

This shift begins with your mission statement. Does your mission center on what you do or who you serve? The focal point of your mission statement should be on how your organization will benefit your clients and stakeholders rather than on your programs and services. The Girl Scout mission is a great example: “Girl Scouting builds *girls of courage, confidence, and character*, who make the world a better place.”

Your organization's vision is its ultimate outcome. Often a “visionary” vision statement reaches beyond the organization's direct clients to impact the whole community. “Family & Children's Services' vision for the 21st century is of a *vital metropolitan community in which all families and children are safe, emotionally healthy and connected, as well as self-sufficient.*”

The goals of your strategic plan focus on how you will further your mission and progress toward your vision. Once again, these goals should center on the difference you will make or the benefit you will provide to your clients and/or community. Instead of having a goal “to increase by 20% the number of individuals who complete job training”, your goal might be “to increase by 20% the number of program participants who are successfully employed.”

WARNING - By focusing on outcomes, your programs and activities will likely change as well. Goodwill Industries' TulsaWORKS program discovered that, when they focused on successful employment instead of just job training, the program's services expanded to helping their clients access the support and community resources they needed beyond job skills.

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SAVE THE DATE!

The Power of Giving

Thursday, November 29, 2007

Celebrate the 25th 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 Joyaux, www.simonejoyaux.com, who will also be the Day of Philanthropy luncheon speaker.



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

AFP Audioconference—Wednesday, May 16, 2007

Ask for Yourself! How an Effective Life Plan Can Benefit You

We, as fundraisers, are great at our jobs. We are

- "puzzle wizards," understanding our donors' needs, what they can and can't do financially, and showing them ways to maximize their giving potential
- "work therapists" listening to their successes and challenges with work, family, and volunteer activities
- "empowerment models" offering them ways to connect with others in organizations and to get the very best from their experience with us

But...what do we do for ourselves? While we cultivate *them*, what professional and personal cultivation do we pursue for ourselves? Do we have a financial plan? Do we ask for a raise, promotion or additional resources? Do we explore our best potential or are we so bogged down with our own complexities that we ignore or postpone our development?

Come hear from three experts, **Cindy Sterling**, (Financial Planner), **Sarah Holland**, (Executive Coach) and **Laura Fredricks**, (author of *Asking for Everything*), on how you can unleash your biggest asset – YOU.

Take the time for this highly energetic session that will:

- Empower you to explore who you are at work and how you can unleash undiscovered talents;
- Position you for personal, professional and financial fulfillment;
- Show you how to easily look at your own financial situation to make even wiser suggestions for your donors;
- Guide you on how to ask for and negotiate salaries, promotions, and resources
- Motivate you "full circle" in your life so that you ask for everything you need and deserve.

The Audioconference will be held on Wednesday, May 16, 2007, Noon to 1:30 pm at The Alzheimer's Association, 6465 South Yale, Suite 312. To register, contact Marcia Graham at Marcia.Graham@alz.org. **RSVP deadline is May 14, 2007.**

AFP Conference Report from Our Chamberlain Scholar

First, thank you for the opportunity to attend the AFP conference as the Eastern Oklahoma Chapter's Chamberlain Scholar. The conference was an excellent "one-stop" shopping experience for all aspects of fundraising. It allowed me to learn from experts on a wide variety of topics, peruse the latest offerings in the market place and network with fundraisers from around the world.

There were over 135 educational sessions offered, ranging from rural fundraising, beginning an annual fund to major gift strategies. Each presenter in the workshops I attended gave valuable information on how to effectively communicate the mission and vision of your organization while nurturing the core values of your donors. They also shared their own unique perspectives on how to successfully cultivate donors, while conveying the goals of your organization.

The plenary speakers were varied and inspiring. Brooke Shields, Craig Kielburger, and Lance Armstrong each shared personal stories about their place in the world of philanthropy and how they found their passion.

I would strongly encourage anyone who has never attended an AFP International Conference on Fundraising to apply for a Chamberlain Scholarship. The Conference is a wonderful opportunity to meet and talk with other fundraising professionals while learning more about the important fundraising trends that will affect the future of your organization.

The next conference will be held in San Diego, March 30 – April 2, 2008. I hope to see you there!

Carrie Vesely Henderson, CFRE

Upcoming Chapter Programs

May 3, 2007

A Board with a Mission—How to Have One

Robert Swanson—President, Hartsook Companies

June 7, 2007

Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes, Katya Andresen—VP of Marketing, Network for Good

Co-sponsored by Oklahoma Center for Nonprofits

This is a special expanded program with an optional morning session followed by the AFP lunch program

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

KUDOS TO OUR 2007

COMMITTEES

Annual Conference Committee

Karen Fraser, co-chair

Barry Maxwell, co-chair

Karen Senger

Abigayle Tobia

Janet Gaskins

Amy Livingston

Wendy Thomas

Outreach Committee

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Nancy Webster

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Sue Mosher, co-chair

Amy Livingston

Andrea Hutchinson

Arlene Johnson

Sharon Gallagher

Advanced Track Committee

Brenda Michael-Haggard, CFRE , chair

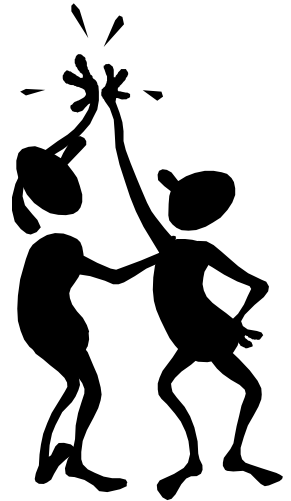
Richard Boone, CFRE

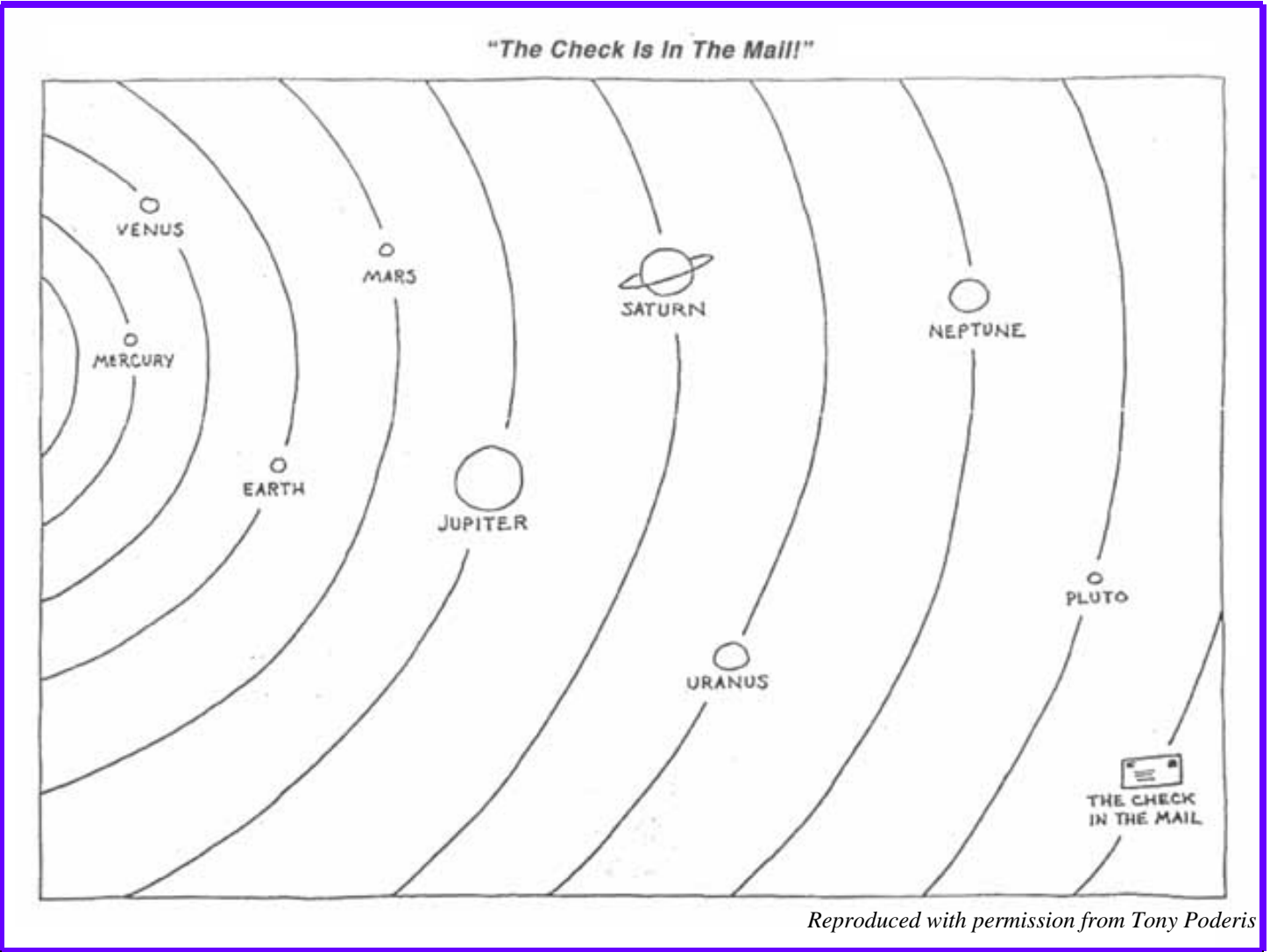
Martha Desmond

Charlene Fabian, CFRE

Jean Ann Hankins

Tish Stuart, CFRE





**SAGE ADVICE
FROM SUE MOSHER
(CONTINUED FROM PAGE 2)**

Helping program participants find counseling, transportation and child care are just a few of the challenges they now tackle when empowering successful employees. While making this shift was a major undertaking, Goodwill Industries of Tulsa has won national recognition and awards for their TULSA-WORKS program.

So the next time you sit down to plan the future of your organization, you might want to consider Mr. Covey's advice and begin with the end in mind. But proceed with caution. You may find yourself making a bigger difference than you ever thought possible.

For more information, you can contact Sue Mosher at segueconsulting@cox.net.

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.