



THE NEWS RAISER

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Note The Dates:

- **11/03/08**
Deadline to register for luncheon
- **11/06/08**
AFP Membership Meeting & Program: 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa.
- **11/18/08**
National Philanthropy Day
- **12/10/08**
Web Conference

November 6, 2008 — Chapter Meeting & Program: *Philanthropic Leaders of Tomorrow*



*Adam Seaman,
Youth Philanthropy
Initiative Director*

The Youth Philanthropy Initiative (YPI) is the vision of Lynn Schusterman to begin preparing today's youth for leadership in the world of philanthropy and non-profits. YPI is a 3 year program for Tulsa area high school students that teaches them about philanthropy, leadership, self-awareness and community building. Participants attend YPI 1 full day a month at the University of Oklahoma-Tulsa campus. Their focus is to identify an issue facing teens that they feel is not being adequately addressed and then to create and implement an intervention to address it. The students are given a budget of \$50,000. YPI has had 3

cohorts. Cohort 1 selected "adolescent depression" as the issue they addressed, and they were the recipients of AFP's 2007 Youth in Philanthropy Award. Cohort 2 is in their final year; they selected "healthy dating relationships" as their topic. Cohort 3 started just this year and is in the process of selecting their focus topic.

Adam Seaman, director of YPI, will be the guest speaker at November's program. Professionally, Adam is an executive coach and leadership consultant in practice for 15 years. He will provide us with his dispatch from the front lines of working with tomorrow's philanthropy leaders.

AFP Eastern Oklahoma Chapter November Program

Speaker: Adam Seaman, Youth Philanthropy Initiative Director
 Date: November 6, 2008
 Check-in: 11:45 a.m. / Lunch & Program: 12:00 - 1:15 p.m.
 Location: North Hall Conference Center,
 B.S. Roberts Room, OSU-Tulsa
 700 North Greenwood Ave.
 Cost: \$15 members, \$20 non-members
 Registration: Register online at www.afpeastok.org or contact Ruth Richards at rerichards@cox.net.

Deadline to register is Monday, November 3rd



SAGE ADVICE FROM KEN BUSBY

Fundraising in Today's Economy

As someone who has worked professionally in the nonprofit arena since 1993, I have witnessed a fair amount of ups and downs in the economy. Tulsa is a resilient city. Oklahoma is a resilient state. And whatever calamities befall us we literally and metaphorically pick ourselves up, dust ourselves off, and start all over again.

In this time of economic uncertainty and financial skittishness, there are also certainties that we as fundraising professionals need to remember and on which we need to focus our energies. The services our organizations provide, whether related to arts education, social services, health-care, etc., are needed now more than ever. And the donors that have believed in our organizations over the years continue to believe in us.

What we must also remember is that our jobs as fundraisers are much more than writing grants or making calls or sending letters or hosting special events. Our jobs are about relationships and building relationships between our organization and the donors that support us. When we focus on the goals and desires of our donors, our organizations thrive.

You cannot force someone to make a gift to your organization—even though he or she may have the resources and even though yours is a very

worthy cause. If a donor doesn't get excited about your organization's mission, then he or she probably isn't going to be inclined to make a gift. Of course, peer-to-peer relationships can help bring in gifts in the short-term, but you're looking for a long-term commitment. As fundraising professionals, we are constantly thinking about the future viability of our organizations.

Fundraising is about listening. It's about having a conversation. It's finding out what a donor wishes to accomplish—his or her goals, hopes, and aspirations. And if a donor believes in the mission of your organization and you listen carefully to what that donor would like to do with his or her gift—whether it's a gift for a specific program, an annual fund gift or an estate gift—then you have the opportunity to develop an important, long-term relationship allowing the donor to fulfill something in his or her life, which at the same times allows your organization to accomplish its goals. It's truly a win-win for everyone.

For all of us, fundraising is a challenge. Money is never easy to raise. And in this economic climate, it's even a little tougher. However, when we take our organization's mission to heart and focus our energies on helping donors fulfill their dreams, we will be successful.

Ken Busby is the Executive Director of the Arts and Humanities Council of Tulsa. He has been a member of AFP since 1996.



Each month this new column will offer tips and best practices that we receive from the Funder's Round Table. Hopefully you will find it useful in your day-to-day operations as a development officer. The column will serve as a two way street – funders will send us information on key issues that they are encountering to help boost our proposals and fund raising efforts, and we can send our questions about what funders are looking for.

NOVEMBER'S TIP:

As year end approaches now is the time, prior to mailing your annual appeals **to review and clean up your mailing lists**. Individual donors, foundations and corporate donors cringe when they see that we are sending out duplicative information because their name is on our list more than once or the husband gets a copy and then the wife gets a copy – you know – we have all experienced this embarrassment and it is not an easy task to manage.

However, our local funders really do care about our budgets. Mailing year end reports to all of the trustees for a foundation is not a wise use of non-profit funds. Most funders appreciate receiving only one copy that is then shared with all of the trustees or other individuals in the household. When in doubt, **ASK** the funder how they prefer to be contacted. What types of reports, newsletters, etc. do they like to receive and how do they like to receive it – email, snail mail, personal letter, etc.? Easy for us to say, but implementing this change in your development process requires a disciplined approach to initially communicate with your donors about their preferences and then to be diligent with follow-through before a mailing. *Happy fund raising!!!*

Do you have a question for a funder? Send an email to Pam Richardson (prichardson@osugiving.com) or Meredith McDaris (mmcdaris@thebridgesfound.org). We'll send it to the Funder's Round Table group and publish answers that might benefit the entire membership.

WEB CONFERENCES

December 10

Guerilla Tactics: Motivating Your Board and CEO to Raise More Money

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

Show Your Logo!

Promote your agency or consulting services at the NPD luncheon by displaying your logo and a photograph that you think best represents the services your agency offers to the community. Your logo and photograph will be included in our silent PowerPoint show that features the not-for-profits and consulting services who have representatives as members of our chapter. Please email the logo and photograph jpg files to Stephen Mason at smason@saintsimeons.org by Wednesday, November 12th.



National Philanthropy Day®
& Educational Conference

National Philanthropy Day is a special day set aside to recognize the great contributions of philanthropy – and those people active in the philanthropic community – to the enrichment of our world. It's our chance to step into the spotlight for a brief moment and remind our communities, our society and the world that the spirit of giving is alive and well.

Please plan to join us for a full day of professional education at the conference and to honor our local philanthropists and NPD award winners at the luncheon.

Tuesday, November 18, 2008
Doubletree Hotel Downtown, 616 West 7th Street

Conference Registration & Breakfast: 8:15 am

Awards Luncheon: 11:45 am
(Keynote presentation by Penelope Burk, acclaimed author of Donor Centered Fundraising)

Luncheon Cost: \$40

Early Bird Conference Costs:
AFP member—\$100
Non-member—\$125
(must be postmarked by 11/07/08)

Register now! www.afpeastok.org

**BEAT INFLATION WITH A
MEMBERSHIP DISCOUNT OFFER**

AFP is offering a \$25 discount on active membership fees in honor of National Philanthropy Day.

The discount is good through November 30, 2008. The coupon must be included with your completed application and check (less \$25) to be eligible.

For more information contact Steve Mason, Membership Recruitment Chairperson at smason@saintsimeons.org or Donna Stidham, VP Membership at dstidham@hospiceofgreencountry.org

**EASTERN OKLAHOMA
CHAPTER OF AFP**

**2008
NATIONAL
PHILANTHROPY DAY
AWARDS**

OUTSTANDING PHILANTHROPIST:

Hille Foundation

**OUTSTANDING VOLUNTEER
FUNDRAISER:**

Steve Malcolm

**OUTSTANDING FUNDRAISING
EXECUTIVE:**

Larry Bartley, MA, CFRE

**OUTSTANDING YOUTH IN
PHILANTHROPY:**

Hillary Krisman

SPECIAL RECOGNITION:

**“Philanthropic Spirit of the
Tulsa Community”**

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	Pam Richardson	594-8189	prichardson@osugiving.com
President-Elect	Claudia Meiling	280-8656	claudia@rsvptulsa.org
Secretary	Leah Brumbaugh	382-2410	lbrumbaugh@mhat.org
Assistant Secretary	Karen Garren	425-3583 x245	kgarren@saintsimeons.org
Treasurer	Lori Mathis Long	794-4509	lmathis@tulsacenter.org
Assistant Treasurer	<i>To Be Determined</i>		
Immediate Past President	Nancy Hatfield	585-1117	nhatfield@tnc.org
Long Range Strategic Planning	Suzy Sharp	664-9000	ssharp@seniorline.org
Vice President - Education	Janet Gaskins	619-4747	janet-gaskins@ouhsc.edu
Programs	Amy Miller	749-6030 x233	amy.miller@tulsaballet.org
Audio Conference	David Urich	833-9813	urichda@tulaschools.org
Youth In Philanthropy	Laura Hailey-Butler	728-3913	lhb@ymcatulsa.org
Conference Chair	Marcia Graham	584-8607	mgraham@tulsacenter.org
Legal Affairs	Phil Lakin	494-8823	plakin@tulsacf.org
CFRE Training	Tish Stuart	949-4673 x109	tstuart@catholiccharitiestulsa.org
	Fay Palma	746-4120	fpalma@montecassino.org
Advanced Track	Richard Boone	744-2186	rboone@sjmc.org
Vice President - Membership	Donna Stidham	747-2273	dstidham@hospiceofgreencountry.org
Membership Recruitment	Steve Mason	425-3583 x237	smason@saintsimeons.org
	Ricky Dixon	664-9000x27	rdixon@seniorline.org
Hospitality Chair	Ruth Richards	645-3540	rerichards@cox.net
Diversity Chair	Kristy Long	588-3600	dream@dreaminstitute.org
	Carol Foley	585-2800 x 208	cfoley@cfbeo.org
Vice President - Communications	Larry Bartley	596-7985	lbartle@tulsalibrary.org
Newsletter	Meredith McDaris	592-3333	mmcdaris@thebridgesfound.org
Publicity	Arlene Johnson	493-1994	ajohnsonpr@cox.net
National Philanthropy Day	Paula Hughes Cortner	488-0882 x19	paula.cortner@oke.nmss.org
Awards & Scholarships	Lynn Sossamon	272-5962	lynn@sossamon.com
Chapter Administrator	Abigayle Tobia	261-5838	chapteradmin@afpeastok.com

TAKING CARE OF BUSINESS...

- **Several committees are in need of new members!** Would you like to assist with National Philanthropy Day? Do you love to write newsletters? Do you get a kick out of meeting new people? We have a spot for you to get involved! This is a great way to get involved, meet new people, get great experiences and have a lot of fun! If interested, please contact Claudia Meiling at claudia@rsvptulsa.org
- **Have you donated yet to AFP's Every Member Campaign?** Help our chapter reach 100% participation! Donate online today—a gift of ANY amount is appreciated! Click here to make a gift—
http://reports.afpnet.org/portal_add/makegift.cfm
- **Our chapter has a new set of by-laws.** Please review the by-laws by clicking here—
<http://afpeastok.afpnet.org/membersonly.aspx>
- **Remember: There is no such thing as a free lunch!** Just a reminder that if you cancel your monthly lunch reservation less than 24 hours before the lunch, you are responsible for reimbursing AFP for your lunch expense at the \$20 rate. Additionally, there are also several outstanding invoices that need to be paid. If you think you may have an outstanding balance, please contact Lori Mathis Long at lmathis@tulsacenter.org before the end of the year to pay your bill.

Your 2009 Slate of Officers

President
Claudia Meiling
RSVP

Vice President of Education
Janet Gaskins, CFRE
OU Health Science Center

Vice President of Membership
Donna Stidham, CFRE
Hospice of Green Country

Vice President of Communications
Meredith McDaris
The Bridges Foundation

Secretary
Leah Brumbaugh
Mental Health Association of Tulsa

Assistant Secretary
Karen Garren
Saint Simeon's Episcopal Home

Treasurer
Pam Dose
Tulsa CASA

President Elect
Lori Mathis Long, CFRE

The Center for Individuals with Physical Challenges

Let us introduce you . . .

to our newest Eastern Oklahoma AFP Task Force: **Phil Lakin, Kent Stroman and Janice Edmiston** have agreed to serve on our new Legislative Advocacy Task Force. This Spring, Senate Bill 1955 was introduced by a very well intentioned group that was working to limit the activities of rogue telemarketers in our state. However, in doing so, new laws were unintentionally proposed that would have been cost-prohibitive to many of our organizations based upon the definition of a "professional fundraiser."

Additionally, this situation brought to everyone's attention many laws that are still on the books (though not enforced) which could impact many of our daily fundraising activities. Senator Susan Paddock has formed a group that is reviewing the laws and administrative policies regarding our profession. This represents an opportunity for the Eastern Oklahoma AFP Chapter to have a voice for reform and to advocate for sound principles and ethics which our organization represents so well in the State of Oklahoma.

Please extend your appreciation to these Chapter members for giving their time and expertise to this new advocacy role!

WELCOME NEW MEMBERS!

Lisa Lee
Special Events Coordinator
Breast Cancer Network of Strength

Susan Pierce
Annual Giving Coordinator
Big Brothers Big Sisters of OK

Lindsay Hughes
Development Coordinator
Catholic Charities

Welcome Back

Amy Amatucci
Director of Development
Resonance Center for Women, Inc.

Blaine King
Development Manager
National MS Society,
Oklahoma Chapter

Stephanie Bonner
Development Manager
Child Abuse Network

Janet McDaniel
Development Assistant
Catholic Charities

Kerry Hornibrook
Director of Development
DVIS/Call Rape

LIMITED NUMBER OF SCHOLARSHIPS FOR AFP MEMBERSHIP FEES AVAILABLE

There are a limited number of membership scholarships available. In order to be awarded the scholarship you must complete the scholarship application, agree to attend at least 1/2 of the membership meetings and serve on a committee. Scholarships amounts are \$100 for the introductory level and \$150 for the active level.

Please contact Donna Stidham, CFRE at dstidham@hospiceofgreencountry.org or 918-747-2273 for an application or more information.

INTERESTED IN AFP MEMBERSHIP?

Visit our local website at www.afpeastok.afpnet.org to fill out an application online.

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

Contact:
Steve Mason
Membership Recruitment
smason@saintsimeons.org
(918) 425-3583

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

International AFP is offering a \$25 membership discount through November 30, 2008. Coupon must be included with your membership application.

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

The 2008 Chapter President is Pam Richardson (OSU Tulsa), the Vice President of Communications is Larry Bartley, CFRE (Tulsa Library Trust) and *The News Raiser* Editor is Meredith McDaris (The Bridges Foundation).

The Chapter's web site is www.afpeatok.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 Meredith McDaris at mmcdaris@thebridgesfound.org