

# THE NEWS RAISER



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## Note The Dates

- **11/8/07. AFP Member-ship Meeting & Program.** 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa. **RSVP deadline is November 5.**
- **11/29/07 AFP Annual Conference/National Philanthropy Day at the Downtown Doubletree Hotel.** Advanced Registration deadline is **November 8**
- **11/30/07 Deadline for Discounted AFP Membership.**

## Nov. 8, 2007 Chapter Meeting & Program: *We're Measuring Outcomes, So Now What?*



Sue Mosher

More and more funders are requiring the nonprofits they support to report the outcomes they produce for their clients. At the November 8th meeting, **Sue Mosher** will provide suggestions for using outcomes as more than just a way to keep funders happy, but to embrace outcomes as a way to transform your organization's planning, programming, evaluation and fundraising efforts. She will also share tips on how to cost-effectively incorporate an outcome measurement program and explore how to turn those less-than-perfect outcomes into opportunities to enhance service and increase funding. Most importantly, Sue will share how measuring outcomes can help you to better meet the needs of your clients.

Sue Mosher is the president of Segue Consulting Services and a member of AFP Eastern Oklahoma Chapter. She provides consulting and training services to organizations in the areas of outcome measurement, strategic planning, board development, focus group facilitation and project management. Prior to founding Segue, Sue was the executive director of two nonprofit organizations - Tulsa CASA and Hospice of Green Country. As executive director of Hospice of Green Country, she led the organization to achieve 400% growth over six years. Sue has been providing consulting and training services since 1998. Sue has bachelors' degrees in Psychology and Sociology and a master's degree in Curriculum and Instruction. She also completed a year of post-graduate studies in mediation at Oxford University's Centre for Socio-Legal Studies.

## AFP Eastern Oklahoma Chapter Monthly Program

Date: **Thursday, November 8, 2007 [NOTE THE DIFFERENT DATE]**  
 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 Monday, November 5th**

**SAGE ADVICE  
FROM TISH STUART, CFRE**

**What is Your Professional Legacy?**

Do you have that nagging concern that you aren't accomplishing the most important part of your fundraising program? I sure do, and I'm talking about the endowment. Raising endowment funds is what we must do to help our organizations achieve greatness.

But how do we keep the focus on endowment when the demands for increasing operating budget and expensive capital projects are right in front of us? The more successful we are, the more is expected. We may be in the non-profit world, but escalating fundraising goals and the pressures to meet them parallel the competition of the corporate world. More money and now!

How can we development professionals lead the way to build our endowments?

- *Learn about it.* Our Association of Fundraising Professionals' website ([www.afpnet.org](http://www.afpnet.org)) and *Advancing Philanthropy* magazine provide excellent information, particularly for those of us who have broad fundraising responsibilities. The Tulsa Community Foundation, which is the largest community foundation in the country, offers help and start-up challenge grants for endowments ([www.tulsacf.org](http://www.tulsacf.org)). The National Council on Planned Giving ([www.ncpg.org](http://www.ncpg.org)) offers step-by-step plans to evaluate your organization's readiness and establish a program.
- *Continue to improve your operating and capital fundraising programs and your record keeping.* Show appreciation to those who make gifts, and treat everyone with respect. According to NCPG's Survey of Donors 2000, 75% of bequest donors and 66% of charitable remainder trust donors had made previous gifts to their charities ["Are You Ready for Planned Giving?" from the NCPG website/Resources]. These data tell me that our current donors are important to our future...and it reminds me that everyone else is important too!
- *Provide information and an endowment fundraising plan to your organization's leaders, board members and key volunteers.* It's up to us to emphasize that endowment fundraising requires patience and persistence. Results rarely happen immediately. Some institutions receive gifts within two to three years, while most institutions begin receiving significant income in seven to ten years [NCPG website/Resources].
- *Establish a network of trusted professional advisers, including attorneys, accountants, and financial planners.* You and I need to be knowledgeable about the types of planned gifts, but we would be wise to leave the complexities to these professionals.
- *Make your personal commitment to your organization's endowment.*

*Continued on page 5*

**WELCOME NEW  
AFP MEMBERS!**

**Kristy Long**

Co-Founder  
The Dream Institute

**Susan Patterson**

Development Assistant  
Gilcrease Museum

**Sherry Setters**

Marketing & Development  
Coordinator

The Center for Individuals with Physical Challenges

**Dr. Nathaniel Goodman**

Director Resource Development  
Morton Comprehensive  
Health Services

**Allen Hamilton**

Development Coordinator  
Tulsa Opera, Inc

**Rev. Vince King**

Executive Director  
Camp Loughridge

**Sharon Ann Brolick**

District Director  
Big Brothers Big Sisters of Oklahoma



**Elect Your 2008 Chapter Officers And Sign Up for a Committee.**

***BECOME INVOLVED IN AFP!***

At the **November 8, 2007 Chapter Meeting** AFP members will elect officers for the coming year. The proposed slate includes:

- Immediate Past President – Nancy Hatfield**
- President—Pam Richardson**
- President Elect – Claudia Meiling**
- Secretary – Leah Brumbaugh**
- Assistant Secretary – Karen Garren**
- Treasurer – Lori Mathis**
- Vice President – Education – Janet Gaskins**
- Vice President – Membership – Donna Stidham**
- Vice President – Communications – Larry Bartley**

At the same meeting AFP members will have the opportunity to sign up for a 2008 Committee. This is a great opportunity to network with other development professionals and enhance your skill set. Consider joining one of the following committees: **Program Committee** (help plan the monthly meetings); **Youth In Philanthropy** (help select the 2008 award winner); **Annual Conference:** (help plan this educational event); **National Philanthropy Day:** (help in planning and coordinating the honoring of Outstanding Philanthropist, Volunteer Fundraiser and Fundraising Executive); and **Awards & Scholarships:** (help select National Philanthropy Day award winners and our Chamberlain Scholarship winner).

**INTERESTED IN AFP MEMBERSHIP?**



☆ Contact:

☆ Rickye Dixon

☆ Membership Recruitment

☆ [rdixon@seniorline.org](mailto:rdixon@seniorline.org)

☆ (918) 664-9000 X 275

☆ Or visit our local website at [www.afpeastok.afpnet.org](http://www.afpeastok.afpnet.org)

☆ to fill out an application on-line.

☆ **Last chance for a \$25 discount for new members through Nov. 30, 2007. The only membership category eligible for this discount is active membership. An active membership is regularly \$270 including chapter dues or \$245 with the discount.**

☆ **You must include the discount coupon with your application.**



# Association of Fundraising Professionals of Eastern Oklahoma



And

## *The Power of Giving*

Conference on Fundraising

**Thursday, November 29, 2007**

### NEW LOCATION

Doubletree Downtown

616 W. 7<sup>th</sup> St.

Tulsa, OK 74127

Advanced Registration (Before November 8<sup>th</sup>)

\$95 AFP members

\$125 All Others

Regular Registration (Until November 22<sup>nd</sup>)

\$125 AFP Members

\$140 All Others

National Philanthropy Day Luncheon Only

\$35



**Register today at: [www.afpeastok.org](http://www.afpeastok.org)**



### ANNUAL CONFERENCE PRESENTERS

Simone Joyaux, ACFRE

Dan Allen

Dr. Dannette McIntosh, AASECT

Marty Stanley, Certified Life and Business Coach

J. Daniel Beirute, J.D.

Lynn Sossamon, CFRE

Dr. Fred Heismeyer

M. Kent Stroman, CPA, CFRE

Mark T. Loeber

Sue Mosher

Funders Panel: Jim McCarthy, SemGroup; Debi Friggel, QuikTrip; Jean Gillert, Zarrow Families Foundation; and Annie Van Hanken, George Kaiser Family Foundation

## SAGE ADVICE (CONTINUED FROM PAGE 2)

- *Promote your organization's need for endowment gifts with a marketing plan that includes the ways to give and the long-term impact of endowment gifts.*
- *Consider outsourcing some of your marketing efforts to a company that specializes in planned giving programs.*
- *Include an endowment component in your fundraising goals for all capital campaigns and even operating campaigns.*
- *Track your progress in cultivating people...everything from mentioning it in personal visits, to mailings featuring planned giving, to including information about planned gifts on your website, to following through on inquiries from your constituents, and so on.*
- *Track your results, including the immediate donations and other planned gift commitments.*

What is your idea of a professional legacy? I hope that all of us will leave the lasting gifts that will come from our endowment fundraising.



*Tish Stuart, CFRE, is Director of Development at Cascia Hall Preparatory School in Tulsa. The school's endowment has grown from \$1.2 million in 1999 to \$5.3 million, with an additional \$800,000 to come from a recent capital campaign. The Cascia Hall Foundation has a goal of \$10 million by 2010.*

### The Eastern Oklahoma Chapter of AFP is grateful to the following Annual Conference/National Philanthropy Day Sponsors:



George Kaiser Family Foundation

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Gene Gregg, The Press Group

The Oxley Foundation

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Public Service Company of Oklahoma

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Hille Foundation

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**T**he 2007 Chapter President is Nancy Hatfield (The Nature Conservancy), the Vice President of Communications is Larry Bartley, CFRE (Tulsa Library Trust) 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).