



THE NEWS RAISER

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Note The Dates:

- **9/29/08**
Deadline to register for luncheon
- **10/2/08**
AFP Membership Meeting & Program:
11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa.
- **10/7/08**
Membership Recruitment Reception
- **10/15/08**
Web Conference

October 2, 2008 — Chapter Meeting & Program:
Stewardship Strategies that Create Gifts



*Susan Schneweis
Executive Vice President
Hartsook Companies, Inc.*

Every development professional's main objective is to improve their organization's capability to raise new and larger charitable gifts. This session presents ten great stewardship strategies that can serve as tools for successful cultivation and solicitation. These strategies will save time and money for nonprofits of all sizes while increasing charitable giving.

Susan has served in a variety of capacities with organizations such as the YWCA; Hannah's House Foundation, a nonprofit group home

for pregnant teens; and Kansas Action for Children, Inc., a nonprofit child advocacy organization.

During her tenure with Hartsook Companies, Susan has shared her expertise in major gift fundraising, campaign management, board development and much more with clients nationwide. She serves Hartsook clients in various capacities, from ongoing counsel to lead consultant where she has directed multi-million dollar campaigns and as a team member on campaign and fundraising management teams.

Susan has conducted workshops for numerous state, regional and local organizations; and is the author of several published articles.

AFP Eastern Oklahoma Chapter October Program

Speaker: Susan Schneweis, Executive Vice President of Hartsook Companies, Inc.
 Date: October 2, 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, September 29th



SAGE ADVICE FROM FAY PALMA

Do you want to put CFRE after your name?

Perhaps you aren't certain how to go about it or if it will be worthwhile. I'm here to tell you it is worth the effort. If nothing else, the mysterious initials are a fabulous conversation starter about what you do and why you are passionately raising funds for your cause. Your credibility will skyrocket. Now, don't get fitted for a superhero cape, but people *will* take what you do seriously.

When our chapter offered the CFRE Preparation Classes in 2005, I signed up. Initially I simply wanted to take advantage of the expertise being offered. It was a smorgasbord of knowledge in our field. It was like a year's worth of enriching programs packed into a few weeks. I am very grateful to Lynn Sossamon, who organized the 2005 sessions, and all the volunteer teachers. I got so very much out of the classes that it just made sense to pay it forward and co-chair (with Tish Stuart) the 2008 group.

In 2005 my fundraising experience had been focused on annual appeals and constituent relations. I had very limited knowledge in other areas. I was comfortable in my job, so I didn't start out on the CFRE path for career advancement. Attaining my CFRE seemed like a challenge that I was doing just for myself, not really for how the outside world would think of me.

But I learned and I was buoyed upward by others in the group and I realized how the many aspects of fundraising are inter-related. So I got serious about taking the test and that meant I had to get serious about logging my work and volunteer experience and all my continuing education hours to the satisfaction of the CFRE committee. (That aspect has gotten so

much easier since CFRE has perfected the on-line log!) If you are just initiating this process -- or even just thinking about it -- you will probably be as surprised as I was by how many experiences "count" as credits toward CFRE.

I must give the CFRE program credit for my professional advancement. My increased knowledge and comfort in a broader arena of fundraising helped me to build layers of relevant experience and to branch out with each success. I know that the CFRE credential opened new doors for me.

You may find that many prospective employers in this field know they need a fundraising professional, but beyond that they don't really know what it takes or what make one qualified. Because it is frequently a one-person or very small department they don't have anyone else on staff capable of helping them make an informed hiring decision. When they learn what the CFRE credential means they finally have something concrete to validate their hiring decision.

My top three tips for you to attain your CFRE:

1. Attend every learning opportunity offered, monthly programs, seminars, web conferences and opportunities in your field.
2. Really read the print and on-line reference materials available. Kent Dove's books are comprehensive, but there are other great books available and valuable information on the CFRE website.
3. Collaborate with a friend or two. A study team is always stronger than the individual learner.

Our many chapter members who have the CFRE credential have encouraged and supported me. I hope my experience and my words will encourage others to expand their knowledge and to attain Certified Fund Raising Executive status.

Fay Palma is the Director of Development for Monte Cassino and has been a member of AFP since 2001.



There's gonna be a whole lot of shakin' goin' on!

We hear that YOU'RE a Mover and Shaker too!

**Please join us
(Members & Guests)**

Oklahoma Jazz Hall of Fame

111 East 1st Street

(enter Upper Level off 1st Street and Cincinnati)

Tuesday, October 7th

5:00 - 7:00 p.m.

**RSVP: 664-9000 ext. 275 or via e-mail
rdixon@seniorline.org**

WEB CONFERENCES

October 15

Marketing Planned Giving -
Maybe We Have It All Wrong?

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



CHANGE THE WORLD

WITH A GIVING HEART

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 10/28/08)

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

WELCOME NEW MEMBERS!

Mary Ann Allbritton
Director of Development
Up With Trees

Marsha Bukofzer
Director of Development
Kendall Whittier Inc

Marta Burcham
Development Coordinator
Price Tower Arts Center

Amy Cannon
Individual Giving Manager
Comm Food Bank of Eastern OK

Kimberly Deardorff
Development Officer
Make A Wish Foundation

Kim Falcon
Executive Director
A New Leaf, Inc.

Susan Garcia
Financial Development Specialist
American Red Cross

Christina Diane Kay
Development Coordinator
Clarehouse

Margaret Nolan
GM Sutton Avian Research Center

Rose McCracken
Executive Director
Chamber Music Tulsa

Deena Plovovich
Partnering for Pets, Inc.

Cassie Reese
Director of Development
Tulsa Community College Foundation

Jane Rohweder
Director of Marketing
Make A Wish Foundation

Scott Wigton
Assistant Development Director
John 3:16 Mission

Dana Elizabeth Wilkes
Resource Development Director
Oklahoma Center for Nonprofits

Corey Williams
Development Coordinator
Tulsa Partners, Inc.

Mr. Roger Wood CFP
Director of Development
Hope Harbor, Inc

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
 \$220 - active membership

Contact:

Steve Mason—Membership Recruitment
smason@saintsimeons.org or (918) 425-3583

- Or -

Donna Stidham, CFRE—VP of Membership
dstidham@hospiceofgreencountry.org
(918) 747-2273

- For member scholarship information, contact Donna.

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

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
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Secretary	Leah Brumbaugh	382-2410	lbrumbaugh@mhat.org
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Assistant Treasurer	<i>To Be Determined</i>		
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Chapter Administrator	Abigayle Tobia	261-5838	abigayle@idm-services.com