

THE NEWS RAISER



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Note The Dates

- **10/3/07** October Audiocon-
ference. **RSVP deadline is**
October 1.
- **10/4/07.** AFP Membership
Meeting and Special Extended
Program. **RSVP deadline is**
October 1.
- **10/25/07** Full Board Meet-
ing, 4 pm at Hospice of Green
Country, 2121 S. Columbia Ave.
- **11/29/07** SAVE THE
DATE! National Philanthropy
Day and our Annual Confer-
ence

New York City Communications Consultant to share tips on Annual Reports and Branding at Extended Program on October 4th



A special extended program is being offered Oct. 4 featuring **Sarah Durham** with Big Duck, a communications firm in New York City that consults exclusively with nonprofit organizations.

Prior to lunch, join us for a bonus morning session: **Annual Reports with Big Impact.** You'll learn how nonprofits are creating innovative annual reports that build credibility, differentiate, and raise money with limited resources. Making your annual report stand out from the crowd and communicate all the right information can help you be more competitive in attracting major donors and winning significant grants. Bring your current annual report to this session for evaluation and discussion.

(Continued on page 4)

AFP Eastern Oklahoma Chapter Monthly Program

Date: Thursday, October 4, 2007

8:30 am: Check-in for Morning Session

9:00—11:15 am *Annual Reports* Conference Center Room 250
(Please bring your most recent annual report)

11:30 Check-in for Lunch Program

12:00 – 1:15 pm Lunch Buffet and Program: B.S. Roberts Room
Branding as a Competitive Advantage

Location: OSU-Tulsa, 700 N. Greenwood

Cost: \$15 AFP members for Morning Session & Lunch Program
\$40 non-members for Morning Session & Lunch Program
\$20 non-members for Lunch Program only

Registration: Online at www.afpeastok.org
Questions? Call Ruth Richards at 295-9412

REGISTRATION DEADLINE: OCTOBER 1, 2007

SAGE ADVICE FROM JANIS UPDIKE WALKER, M.A., CFRE

Large Campaigns: The Gentle Art of Leading Volunteers

If your organization is considering a capital or endowment effort, distinguished expert Henry Rosso offers sage advice on volunteer leadership, "A member of the fund raising profession should never naively assume that he or she alone is sufficient to plan, direct and drive a major campaign to fruitful harvest without inspired motivation and involvement of these supportive creative citizens."

During my career, I have been privileged to work with many generous individuals who effectively completed campaigns to fund vital programs. Without these experienced leaders, there can be no campaign, no matter how important the cause or how much money is needed. Our challenge is to gently nurture and support them, understanding that the volunteer and professional staff each invest specialized expertise to achieve the goal.

Accomplished volunteer leaders often possess vital qualities. They:

- begin with a true dedication to the cause;
- lead from a genuine desire to serve others;
- possess a strong network of relationships to open doors;
- demonstrate charisma, a style of integrity, persistence and optimism;
- exhibit a willingness to competently solicit gifts;
- inspire confidence;
- and, perhaps most important of all, personally invest their money and time.

While the volunteers certainly lead the effort, fundraising executives are complementary, as well as essential. We:

- serve as the internal experts to strategically guide the process;
- adhere to expected standards of documentation;
- conduct necessary research and analysis;
- maintain momentum and meet targets;
- advocate, communicate and negotiate;
- mentor;
- and, perhaps most important of all, serve as spirited cheerleaders, especially in difficult times.

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WELCOME NEW AFP MEMBERS!

**Paula Gray
Hilti**

**Melissa A. Craig
Development Associate
Youth Services of Tulsa**

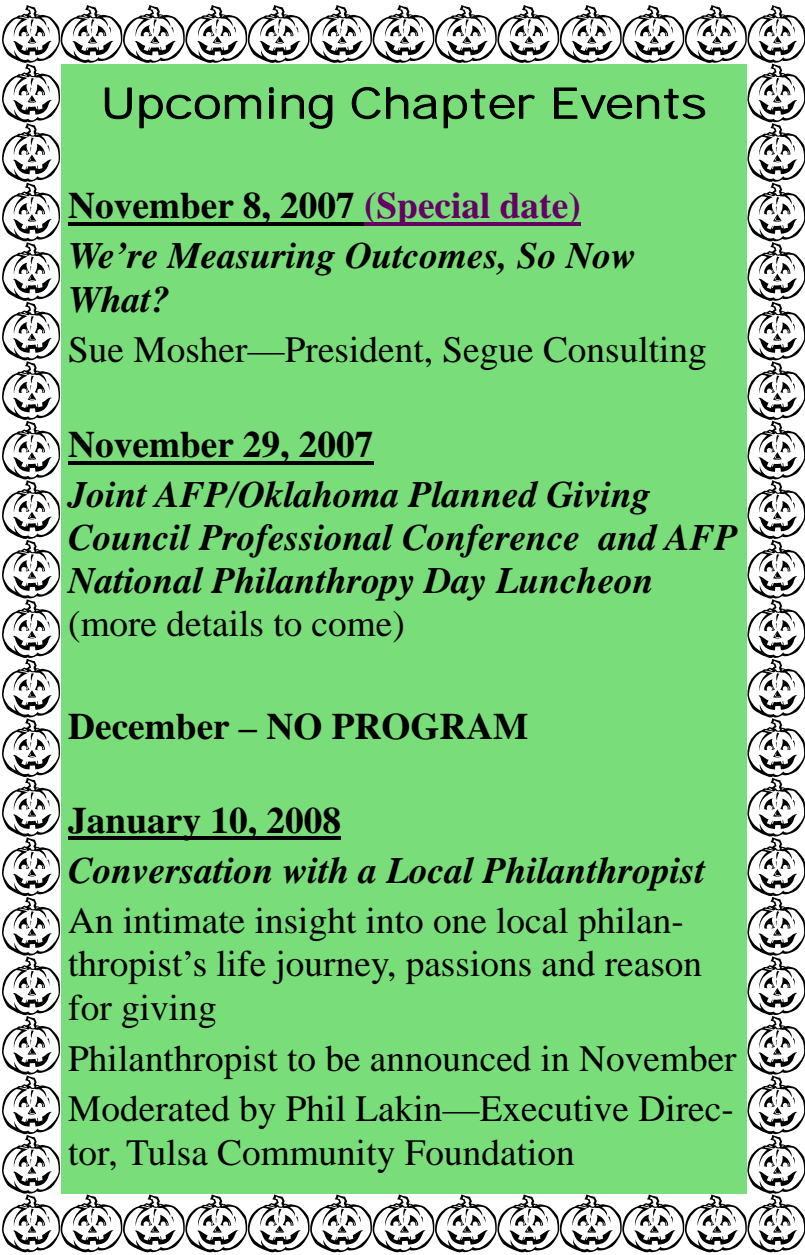
**Erica Elizabeth Irvine
Vice President of Development,
Junior Achievement
of Eastern Oklahoma**

**Krista Schumacher
Principal Consultant
Schumacher Consulting.org**

**Pat Atkinson
Consultant**

**Debbie Zanovich
League of Women Voters**





Upcoming Chapter Events

November 8, 2007 (Special date)

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

INTERESTED IN AFP MEMBERSHIP?

Contact:

Ricky Dixon

Membership Recruitment

rdixon@seniorline.org

(918) 664-9000 X 275

Or visit our local website at

www.afpeastok.afpnet.org

to fill out an application on-line.

AFP International is offering a \$25 discount for new members through November 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.

COUPONS WILL BE AVAILABLE AT THE OCTOBER 4 MEETING!

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 (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).

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.



OCTOBER 4TH PROGRAM *(continued from page 1)*

After the morning session, stay for the lunch program: **Branding as a Competitive Advantage**. As the philanthropic marketplace turns increasingly crowded and competitive, it is clear that strong brand-building skills are needed to survive and prosper. This session will explore the value of the brand as a strategic asset and your organization's primary source of competitive advantage

Sarah Durham is a native New Yorker who grew up in the advertising industry. She founded Big Duck in 1994 with the belief that nonprofits would benefit from the for-profit sector's best branding and marketing strategies. Today, Big Duck is the leading communications firm in New York that works exclusively with nonprofits to help them raise money and awareness.

Sarah is a member of AFP, Women in Development, the Alliance for Nonprofit Governance and the University Club. She is a dynamic speaker who trains nonprofit professionals on topics such as relationship cultivation and stewardship, producing cost-effective print and web materials, branding, and the boards' role in communications. She is a volunteer trainer for the Support Center for Nonprofit Management.

In 2006, Sarah was featured in February's issue of Fundraising Success Magazine as a 'Top Fundraiser Under 40', and frequently writes and contributes to articles in nonprofit trade publications.

Since 1994, Sarah has worked with nonprofits of all sizes and missions, including Parent Project Muscular Dystrophy, Hale House, Robin Hood and the Partnership for a Drug-Free America. Under her leadership, Big Duck won a Presidential Design Achievement Award for its development of "Growing Up Drug-Free: A Parent's Guide to Prevention" (currently 28 million copies in circulation), and a Gold Award from Fundraising Success Magazine for the 2005 Holiday Card Appeal it created for the Robin Hood Foundation.

This extended program is offered at no additional cost—both sessions are only \$15 for members. Non-members pay only \$40 for both sessions, \$20 for lunch only. Register by Oct. 1 online at www.afpeastok.org. Contact Ruth Richards with registration questions at (918) 295-9412.

The 2007 Power of Giving Conference & National Philanthropy Day Luncheon

Celebrating the 25th Anniversary of the Eastern Oklahoma Chapter of AFP

Thursday, November 29th

Downtown Doubletree Hotel* in Tulsa, OK

Featured Speaker: Simone P. Joyaux, ACFRE

Funders' Panel

Debi Friggel, QuikTrip

Jim McCarthy, SemGroup

Annie Van Hanken, Kaiser Foundation

Jeanne Gillert, Zarrow Foundations

Please join us for the annual awards luncheon and a full day of programs.

Watch for information in October to get the Early Registration Special!

***Note: This is a NEW LOCATION**

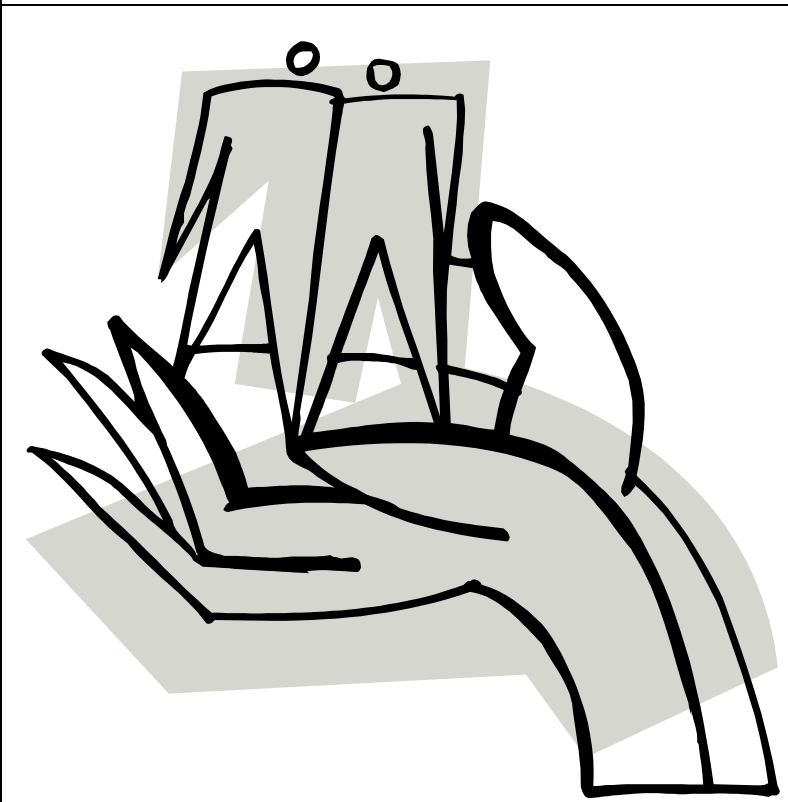
SAGE ADVICE
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The success of a campaign can be linked to a personality match between the volunteers and staff. The team’s compatible rhythm of mutual respect and dedicated action creates a winning scenario for the non profit organization. Fundraising executives deserve recognition for the critical role we play in achieving goals, yet the inspired and motivated leaders rightfully deserve credit for the ultimate achievement.

Best of luck with your endeavors!

Janis Updike Walker, M.A., CFRE, is the Director of Development at Philbrook Museum of Art.

Reference: Rosso, Henry A., *Rosso on Fund Raising: Lesson from a Master’s Lifetime Experience.* San Francisco: Jossey-Bass, 1996



**Feel great about your profession—
you ARE making a difference!**

October Audioconference

Never, Ever use Public Relations without Measurement...New Metrics for Fundraising

Date: Wednesday, October 3, 2007

Time: 12:00-1:30 p.m.

Location: The Alzheimer's Association office in Tulsa, 6465 South Yale, Suite 312

To Register: Register online at www.afpeastok.org or email marcia.graham@alz.org or call 494-5461

Deadline to Register: Oct. 1st

In this session Clarke Caywood, a leading expert in marketing, will discuss the use of databases for media and print tracking in public relations and marketing. Dr Caywood will explore how charities can also track and measure their public relations effectiveness and offer tips for improving community awareness of their organizations.



Clarke Caywood