

THE NEWS RAISER



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September 6 AFP Chapter Meeting & Program: *Sustainability Planning for Your Nonprofit*

A former development director, **Sandra Walling LeVan** knows firsthand the challenges of identifying adequate and varied fiscal resources to fulfill a nonprofit’s mission. As rewarding as it is to enable your nonprofit to impact the community, it can be hard, frustrating and down right “ugly” at times finding the needed resources to sustain your programs and services.



At the Sept. 6 AFP meeting, Ms. LeVan will discuss the practice of sustainability planning, an important tool to add to your toolbox. Sustainability planning helps you look ahead to access spheres of influence and discover a variety of methods for obtaining resources from within and outside of your community.

- Sustainability planning requires your organizational leadership to:
- Clarify where they are and where they want to go
 - Develop strategies for long term success
 - Provide benchmarks to measure progress
 - Demonstrate to partners and other stakeholders the value of services

In 1991, Ms. LeVan founded her own consulting firm, Nonprofit Planners, and she is an associate of Hughes Consulting Group, based in Sarasota, Florida. She recently began teaching the Leadership Excellence for Nonprofits series, funded by The George Foundation in Texas. Ms. LeVan also serves as a consultant to the Sarkeys Foundation in Norman, OK and teaches nonprofit management at Oklahoma City University and the University of Oklahoma.

Note The Dates

- **9/6/07.** AFP Membership Meeting & Program. 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa. **RSVP deadline is August 31st.**
- **9/20/07** Deadline for National Philanthropy Day Award Nominations.
- **9/20/07** September Audio-conference.
- **9/27/07** Executive Board Meeting, 4 pm at Hospice of Green Country, 2121 S. Columbia Ave.

AFP Eastern Oklahoma Chapter Monthly Program

Date: Thursday, September 6, 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
Questions? Call Ruth Richards at 295-9412

Deadline to register : Fri., August 31—BEFORE LABOR DAY!

SAGE ADVICE FROM JANET GASKINS, CFRE

Knowledge

Back in May, Lynn generously gave me an extra day to submit my newsletter article. Accompanying the e-mail indicating receipt of the article, was a quiet question, “Would you write a Sage Advice article?”

Not wanting to appear ungrateful for Lynn’s generosity with the deadline, I said, OK, sure. When do you need it? Mid-July. Sure, no problem. So, I accepted and then wondered in what topic might I be ‘sage’? Through a series of unrelated events, I decided I would prepare a column on ‘knowledge’.

So I hit the dictionary. The Oxford English Dictionary defines ‘knowledge’ as “(i) facts, information, and skills acquired by a person through [experience](#) or [education](#); (ii) what is known in a particular field or in total; (iii) awareness or familiarity gained by experience of a fact or situation”.

We are all familiar with “scientia potentia est”, commonly paraphrased as “knowledge is power”, written by Sir Francis Bacon in 1597. According to various interpretations, the phrase can imply that with knowledge one's potential or abilities in life will probably increase or that by withholding one’s knowledge, some form of advantage can be gained.

How does this relate to us, members of the Tulsa philanthropic community and the Eastern Oklahoma Chapter of AFP? We are required, in order to do our job well, to have knowledge of donor recruitment and retention, the AFP Bill of Rights and ethics, marketing, philanthropic concepts and ideals, just to name a few. To gain this information, we attend AFP meetings and conferences, read professional journals, network with other professionals, and learn through experience. Our professionalism drives us to continue our education so we can provide the best services to our clients and promote the philanthropic concept within the local community.

CFRE International recently announced that, beginning in 2010, at least 50% of reported continuing education for certification and recertification be CFRE pre-approved. Is there now a ‘quality’ of knowledge needed in order to effectively perform our duties? Are these pre-approved materials meant to help more people achieve CFRE certification? Does having CFRE after your name indicate that you possess more knowledge, know how to better use it, or possess the drive to be the best? There are 10 reasons listed on the CFRE website describing why you should earn CFRE certification.

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WELCOME NEW AFP MEMBERS!

Denise Frihart
Development Director
Happy Hands

Frank S. Letcher
President & CEO
Tulsa Symphony Orchestra

Toni Moore
President & CEO
The Hospitality House of Tulsa

Paula Hughes Cortner
President, National MS Society,
Oklahoma Chapter

Jeanette North
Executive Director
Owasso Community Resources

Leah Opitz
Development Coordinator
Price Tower Arts Center

Lucy Willis
Manager of Donor Relations
Tulsa Boys Home

Jennifer Miller
Resource Director
Tulsa Autism Foundation

Meredith Miers
Development Officer
OK Medical Research Fdn.

Lindsay Anderson
Donor Relations Manager
Tulsa Zoo Friends, Inc.



Upcoming Chapter Events

October 4, 2007

Branding for Major Campaigns

Sarah Durham, Big Duck Communications in New York City

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: Rickye Dixon,
dixon@seniorline.org
(918) 664-9000 X 275

Or visit the AFP website at
www.afp.net to fill out an application on-line

SPECIAL INVITATION

New Member Orientation

If you have joined the Association of Fundraising Professionals (AFP) over the past year, you are invited to attend a brief new member orientation right before our regular AFP monthly meeting. **Mark your calendars for Thursday, September 6, at 11:00 am at the Oklahoma State University Tulsa campus in the BS Roberts Room.** You will have a unique opportunity to meet both new and long-term members and learn more about our chapter and upcoming events.

A current membership roster, a copy of the by-laws and an overview of all the exciting things happening in the Eastern Oklahoma Chapter will be presented at this meeting.

Please RSVP by August 31 for the orientation to reserve your AFP membership materials. You may register on-line at www.afpeastok.afpnet.org

Look forward to seeing you there!

Donna

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

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.

Recognizing Contributions to Philanthropy in Our Community

National Philanthropy Day is that special day set aside to recognize the great contributions of philanthropy and those people active in the philanthropic community. You can nominate individuals and organizations who make a big difference to countless causes and missions through our National Philanthropy Day recognition and awards program. The awards will be given at our chapter celebration of National Philanthropy Day on November 29. The Eastern Oklahoma Chapter has been recognizing leaders in philanthropy since 1984.

Nominations may be made by an AFP member but may also be made by other members of the community such as directors of non-profit agencies. So please pass along this newsletter and copies of the nomination form to others in your community because each voice is equally important on this day of recognition and reflection. We encourage you to bring these people and organizations into the spotlight, even for a brief moment, and help celebrate the spirit of giving that enriches us all!

Nomination deadline is September 20, so act now to recognize deserving individuals and organizations.

*See the list of former NPD award winners on [page 6](#)
and the Nomination Form on [page 7](#)*

Mark your calendar for Thursday, November 29, 2007!

NATIONAL PHILANTHROPY DAY LUNCHEON & THE ANNUAL CONFERENCE

presented by

Eastern Oklahoma Chapter of AFP and Oklahoma Planned Giving Council



FOCUS ON A CONFERENCE SPEAKER

Dannette McIntosh, Ed.D., AASECT

Muscogee (Creek)

Dr. McIntosh is the Training and Education Specialist for Planned Parenthood of Arkansas and Eastern Oklahoma. Dr. McIntosh, Muscogee (Creek) from Oklahoma, has a doctorate in adult education and is a certified sex educator through the American Association of Sex Educators, Counselors and Therapists (AASECT). Her doctoral research was on the importance of utilizing cultural strategies for HIV prevention and addressed learning strategies of American Indians in Oklahoma. She has developed curricula for HIV prevention culturally specific to American Indians, as well as for youth and elders. She also provides various consulting services in cultural diversity and cultural competency. She has extensive experience training professionals and lay people in HIV/AIDS prevention, sexually transmitted infections, adolescent sexuality, parent-child communication, sexuality and aging, diversity, and cultural competency. She trains nationally on reservations, at Indian Health facilities, and helps organizations work within a cultural framework. At the Annual Conference, Dr. McIntosh's subject will be **Diversity in Fundraising**.

SAGE ADVICE

CONTINUED FROM PAGE 2

They range from increased credibility to improved skill and knowledge to provision of greater earnings potential. Personal and professional goals drive the march towards certification, but the thing we all understand is that unless we continue with our education, we will know no more than the novice development professional who may look our way for guidance.

Steve Gunderson, President and CEO of the Council on Foundations, recently visited Tulsa and our AFP chapter was fortunate to hear him speak. He discussed various aspects of philanthropy and the potential impact of upcoming congressional decisions on donors and their philanthropic generosity. (See his full remarks to Congress at <http://www.cof.org/Council/content.cfm?ItemNumber=10739>). But one of his key points emphasized knowledge. Knowledge is important so you keep up on the goings-on to know what is best and to keep philanthropy healthy. The continual gathering of knowledge is essential to successful ventures, to keep moving forward, and to find new ways to respond to the challenges of society.

Does knowledge lead to power? I don't know, but I do know that knowledge is vital in the success of philanthropic endeavors and that as development professionals and philanthropic stewards, we owe it to our peers, community, and profession to continue to learn and be as knowledgeable as possible about the 'goings-on' of Tulsa. This is a necessary piece to the puzzle in making life a little better for everyone.

In looking for a closing quote, I found two that I believe are applicable to not only our profession, but to life in general.

“If you have knowledge, let others light their candles in it”
- Margaret Fuller

“The great end of life is not knowledge but action”
- Thomas H. Huxley

Knowledge is important so we can help others – those less fortunate, those who wish to share their good fortunes, and those of our own profession who look to learn from our experiences and education.

Janet Gaskins, CFRE, is a Technical Writer for the Division of Research, Department of Family Medicine, OU Health Sciences Center-Tulsa

September Audioconference

Turning Passion into Action: Creating a Rainmaker Board

Date: Thursday, Sept. 20, 2007

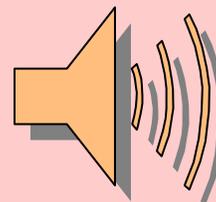
Time: 12:00-1:30 p.m.

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

Struggling to get board members involved in fundraising? Consultant Gail Perry shows you how to create a board of not just willing but even enthusiastic fundraisers. Gail presents practical strategies to ignite board members' passion, overcome their anxiety about fundraising, find the right fundraising role for every single member and send them out opening doors and loading new friends onto an organization's bandwagon. Get ready to inspire, engage and involve boards in fundraising.

Gail Perry, CFRE, fundraising consultant, trainer and speaker, helps organizations raise money, and engage and re-energize their board members harnessing their passion for fundraising success. She is founder of Gail Perry Associates, a Raleigh, NC-based consulting and training firm, and author of *Fired-Up Fundraising! Turn Board Member Passion Into Action*, (John Wiley & Sons, Spring 2007.)



National Philanthropy Day Past Award Recipients

Outstanding Philanthropist

2006 Chapman Foundations Management, LLC
 2005 Patti Johnson Wilson
 2004 Chester Cadieux and the QuikTrip Corporation
 2003 ONEOK
 2002 Donald W. Reynolds Foundation
 2001 Paula Marshall
 2000 The Grace and Franklin Bernsen Foundation
 1999 Williams
 1998 MAPCO
 1997 The JE & LE Mabee Foundation
 1996 Charles & Lynn Schusterman Family Foundation
 1995 James A. Close
 1994 Sarkeys Foundation
 1993 Founders and Associates
 1992 Tulsa Tribune/ Tulsa Tribune Foundation
 1991 The Zarrow Families
 1990 John Steele Zink Foundation
 1989 Robert J. LaFortune
 1985 Mr. and Mrs. Paul Linn
 1984 Mr. and Mrs. Walter Helmerich III

Outstanding Volunteer Fundraiser *(cont'd)*

1992 Phyllis N. Dotson
 1991 Jo Ann Proctor
 1990 Robert E. Thomas
 1989 Gladys Harrington
 1988 Clydella Hentschel
 1985 Henry Zarrow

Outstanding Fundraising Executive

2006 Lynn Sossamon, CFRE
 2005 Susan McCalman
 2004 Marlo X. Duffy Turner, CFRE
 2003 Kent Stroman, CFRE
 2002 Phil Lakin, Jr., CFRE
 2001 Suzy Sharp, CFRE
 2000 David Battles, CFRE
 1999 Richard Boone, CFRE
 1998 Charlene Fabian, CFRE
 1997 Nancy Atwater
 1996 Nancy Day
 1995 Jean N. Tate, CFRE
 1994 Larry R. Miller
 1993 Cathy Audley
 1992 Susanna P. Hill Will, CFRE
 1991 Marcia Mitchell
 1989 Ann Richards Ketchum
 1988 Edie Maxey, CFRE
 1985 M. Judson Cook

Outstanding Volunteer Fundraiser

2006 Billie and Howard Barnett
 2005 Patty and Joe Cappy
 2004 Suzanne Kneale
 2003 Mollie Williford
 2002 Milann Siegfried
 2001 Jono Helmerich
 2000 Bill and Bob Thomas
 1999 Denice Brice and Bryan Close
 1998 Nancy and Peter Meinig
 1997 Reverend Clarence Knippa
 1996 Aubyn Howe
 1995 Ann and Jack Graves
 1994 Stephen J. Jatras
 1993 Pat Wheeler

Outstanding Youth in Philanthropy

2006 Street School Students: Shala Bluford, Alana Hunt,
 Zach Selvidge
 2005 Tiffany Grant
 2004 Chris Gates



**2007 National Philanthropy Day
Award Nomination Form**

Each year, the **Association of Fundraising Professionals (AFP)** recognizes extraordinary contributions of philanthropy during National Philanthropy Day. Four Awards are given through the Eastern Oklahoma Chapter of AFP in the categories of Outstanding Philanthropist, Outstanding Volunteer Fundraiser, Outstanding Fundraising Executive and Outstanding Youth in Philanthropy.

Guidelines for Nominations

In addition to completing this form, please submit one page explaining why your candidate is worthy of such recognition, including how he/she fulfills the qualifications below. Nominations for Outstanding Fundraising Executive should include that person’s resume or curriculum vitae.

Outstanding Philanthropist – an individual, family or group with a proven record of exceptional generosity who, through direct financial support, has demonstrated outstanding civic and charitable responsibility, and whose generosity encourages others to take philanthropic leadership roles.

Outstanding Volunteer Fundraiser – an individual committed to the advancement of philanthropy who has demonstrated exceptional leadership skills in coordinating and motivating volunteers for major fundraising projects for more than one non-profit organization.

Outstanding Fundraising Executive – an individual who is a member of Eastern Oklahoma Chapter of AFP and exemplifies leadership that is effective, creative and stimulating with an ability to act as a team player, commitment to the profession and philanthropy through volunteer service and financial support of non-profit organizations.

Outstanding Youth in Philanthropy – a school student or a student group (elementary through high school) who has/have demonstrated outstanding commitment to the community through direct financial support or development of charitable programs and leadership in philanthropy.

Note: Past award recipients are not eligible for nomination.

Outstanding Philanthropist		Outstanding Volunteer Fundraiser	
Name		Name	
Of		Of	
Daytime phone		Daytime phone	
Email		Email	
Outstanding Fundraising Executive		Outstanding Youth in Philanthropy	
Name		Name	
Of		Of	
Daytime phone		Daytime phone	
Email		Email	

Nomination submitted by: _____ of _____

Daytime phone _____ email _____

Deadline is September 20th. Mail to Fay Palma, CFRE, Operation Aware, 7226 E. 41st St, Tulsa, OK 74145.