



THE NEWS RAISER

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Note The Dates:

- **9/1/08**—Deadline to register for luncheon
- **9/4/08**—AFP Membership Meeting & Program. 11:45 am—1:15 pm, B.S. Roberts Room at OSU-Tulsa.
- **9/12/08**—Chamberlain Scholarship Deadline & NPD Award Nominations Deadline
- **9/18/08**—Web Conference
- **10/7/08**—Membership Recruitment Reception

September 4, 2008 — Chapter Meeting & Program:



Tom Ahern,
Ahern Communications Fundraising Professionals (AFP) and Oklahoma State University – Tulsa. The workshops will be held at OSU – Tulsa.

Tom Ahern is considered one of North America's leading authorities on donor communications. Each year, he delivers dozens of workshops on the techniques of (and the psychology behind) effective fundraising communications. He is the author of two well-received books, on donor newsletters (2005) and *How to Write Fundraising*

Materials That Make More Money (2007). *Keep Your Donors*, a book about donor retention methods co-authored with Simone Joyaux, was published in 2007. His newest book, *How to Write a Winning Case for Support*, is due out in November 2008.

Tom works with dozens of clients nationwide every year. They come to him for bequest marketing; donor communications evaluations; direct mail; newsletter interventions; and case statements that are bold, swift, and intense. Tom is also an award-winning magazine journalist, for articles on health, women's rights and other social justice issues. He has his MA and BA in English from Brown University, and a Certificate in Advertising Art from the RI School of Design. His office is in Rhode Island. He writes his books at his second home in France.

AFP Eastern Oklahoma Chapter September Program

8:00 am to 8:30 am	Registration
8:30 am to 10:00 am	“Creating a Flat-Out Great Case for Donor Support”
10:15 am to 11:45 am	“How to Build the Perfect Donor Newsletter”
11:45 am to 1:10 pm	AFP meeting and lunch program: “Your donor communications, bless their hearts: Are they any good? The amazing do-it-yourself audit”
1:20 pm to 2:00 pm	“Do-it-Yourself Audit Part 2”
Location:	North Hall Conference Center, B.S. Roberts Room, OSU-Tulsa 700 North Greenwood Ave.
Cost for Members:	\$15 (Lunch & 3 Programs)
Cost for Non-Members:	\$60 (Lunch & 3 Programs)
Cost for single session:	\$20
Registration:	Register online at www.afpeastok.org or contact Ruth Richards at rerichards@cox.net .

Deadline to register is Monday, September 1st



**SAGE ADVICE...FROM A
“NEW THYMER”
FROM ABIGAYLE TOBIA**

Emerging Trends in Fundraising

This month our “Sage Advice” column was changed up a bit. Rather than reflecting on the wise council of an experienced member, we’re taking time to look at what the younger professionals are bringing to the profession in emerging trends.

Craigslist Foundation: Craigslist is no longer just for that house or car you want to sell. This homegrown business turned international icon started a foundation with a mission of “providing knowledge, resources and visibility to the next generation of nonprofit leaders.” The foundation hosts *Nonprofit Boot Camp* in a few cities throughout the year which include everything from one-on-one professional coaching, educational sessions and Reality Grantmaking – grants being considered and awarded on site. Each boot camp attracts over 2,500 up-and-comers in the field. Unfortunately, Tulsa is not on the foundation’s location list, but workshops and materials are all available online including podcasts. CLF is preparing to launch a new website late this fall that will include blogs, a sandbox, a comprehensive resource directory, peer reviewing and networking. (Craigslistfoundation.org)

Future Leaders in Philanthropy (FLiP): Yes, another under 40 networking group, but this one is specifically for those in the philanthropic field. While a majority of the 3,000 members are based in New York, the organization has significant followings in Washington, DC, Boston and Los Angeles. FLiP was started by Onphilanthropy.com, a website that began in 1999 to provide a wide range of resources to nonprofit professionals across the nation. Topics in the e-newsletter include

what to expect at board and committee meetings, how to handle fundraising in smaller communities and which advanced degree serves you best in the philanthropic field. FLiP is another group to keep an eye on – their focus on social networking and opportunities for those under 40 might provide AFP and others with new ideas for recruitment. (FLiP.onphilanthropy.com)

BoardnetUSA: Is applying for a board position like applying for a job? Young professionals can be turned off by the need to be socially connected in order to be taken seriously by a nonprofit. If your board has recently done an analysis of board demographics (and haven’t they all?) and realized that nobody is under 50, what is your next step? How can agencies reach out to new potential board members? Perhaps posting an advertisement isn’t sounding so bad at this point. BoardnetUSA is the Monster.com of board placement. If you’re interested in finding a new board member, you can post your agency profile and board requirements. Both organizations and potential board members can search through profiles to find the perfect match. (Boardnetusa.org)

Social Networking: OK, this isn’t a new trend. An unofficial search reveals that almost half of the Tulsa AFP community has Facebook accounts (including myself). But beyond the fun of connecting with old and new friends, social networking pages have provided a new route for fundraising and recruitment. One savvy marketer from Bartlesville creates event pages for her organization and invites friends to attend. Facebook allows people to see who is already coming which builds the momentum for a successful event days or weeks before it occurs. Of course agencies need to be careful of what they post, and due to security concerns, agencies should not accept donations directly through any of the social networking sites. However, this is a

great way to let friends and friends of friends know about upcoming events, important news, and share in celebrations. So your question might be – should AFP Eastern Oklahoma start a group profile?

Taproot Foundation: The theme is “Do it Pro bono” in an effort to bring highly skilled professionals to the agencies that can use them. Again, this is only in larger cities on the coasts but the foundation also provides grants where volunteers are gathered to complete an entire project for the agency such as a website redesign, logo and materials design or upgrading a computer network. (taprootfoundation.org)

Donation Dashboard: What if we all treated our donation portfolio like our retirement? Donation Dashboard was created in this same spirit. After the donor reviews information for fifteen charities and rates them on a scale of interest, an algorithm determines how much of the total donation should go to each charity. Currently their pilot system includes only 70 national nonprofits, and as more people use it, the system will become more finely tuned. (dd.berkeley.edu/user/index.php)

While few of these trends will overtake the eastern Oklahoma philanthropy scene, they give some fascinating insight to where the industry is heading. How long will it be until your organization starts a wiki or podcast service? How do you plan to engage younger professionals in meaningful support of your mission? How can you use the internet to increase community awareness of your activities and celebrations?

Abigayle Tobias is the Chapter Administrator the AFP of Eastern Oklahoma.

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

CHAMBERLAIN SCHOLARSHIP FUNDING INCREASED

APPLICATIONS DUE SEPTEMBER 12

The AFP Foundation for Philanthropy is sponsoring the Chamberlain Scholarship Program for the 2009 International Conference on Fundraising. This program is designed to help individuals serving nonprofit organizations develop their knowledge and skill in fundraising.

**The 2009 Conference will be held March 29 – April 1, 2009
at the Ernest Morial Convention Center in New Orleans, LA.**

The AFP Foundation provides a \$500 scholarship to help with registration; the Eastern Oklahoma Chapter of AFP is contributing \$1,000 to help with the cost of travel and lodging. Previously, the Chapter scholarship matched the Foundation's amount of \$500.

The following criteria will be used in selecting our 2009 Chamberlain Scholar this year:

Candidate is employed as a fundraising professional or, if candidate is an executive director, a substantial amount of time must be devoted to fundraising.

Candidate has never attended an AFP or NSFRE International Conference on Fundraising as a registered participant (unless as a member of the Conference Host Committee).

Candidate must agree to complete an online evaluation form about his or her experience at International Conference.

Only one individual from any local organization or institution may be selected.

The deadline to apply for the scholarship is Friday, September 12, 2008. If you have any questions please contact Lynn Sossamon at lynn@sossamon.com or phone 272-5962.

See the Chamberlain Scholarship application form on Page 8 of this newsletter.

A LIMITED NUMBER OF MEMBERSHIP SCHOLARSHIPS AVAILABLE

The Eastern Oklahoma Chapter of AFP is offering a limited number of membership scholarships.

Eligibility Requirements

- Only one person per organization may qualify.
- Must be responsible for fundraising in a non-profit organization.
- Must demonstrate a financial need.
- Must be willing to serve on a chapter committee.

For more information or to receive a copy of the scholarship application contact:

Donna Stidham, CFRE, VP Membership at dstidham@hospiceofgreencountry.org or call 918-747-2273.

— EDUCATIONAL OPPORTUNITY—



Major Gifts: Finding the Perfect Donors

Presenter: Sarah McCrum
Date: Wednesday, September 17, 2008
Time: 8:30 am. – 10:30 a.m.
Location: Youth Services of Tulsa
311 South Madison Ave, Tulsa, OK 74120
Cost: No Fee to Attend

To Register:

Go to <http://sforce.benevon.com/intros/southern.htm> and fill out the registration form. RSVP Required! Space is Limited.

Questions:

Contact Jan Slack at 206-709-9400 ext. 131 or jan.slack@benevon.com.

UPCOMING WEB CONFERENCES

September 18

Keep Your Donors, Part 2:
The Secrets of Successful Communications

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 Lunch)
Cost: Free for members—\$15 for non-members

Register Online at www.afpeastok.org



National Philanthropy Day®

**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

***Have You Made Your
Nominations Yet?***

Online Nominations for 2008 National Philanthropy Day Awards will be accepted through 9/12/08

To make a nomination, go to www.afpeastok.org, look for "Featured Links" in the green box on the right side of the screen. Click on "NPD Nominations." Nominations are being accepted for the following categories:

- Outstanding Philanthropist
- Outstanding Volunteer Fundraiser
- Outstanding Fundraising Executive
- Outstanding Youth in Philanthropy.

Be sure to read the nomination requirements!

The deadline for nominations for the 2008 awards is **September 12, 2008**. Award nomination forms are available only online.

Questions?

Email lynn@sossamon.com
or call 272-5962.

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	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	abigayle@idm-services.com

WELCOME NEW MEMBERS!

Louan Brown Torres
Development Coordinator
Tulsa Library Trust

Carol M Bush
Executive Director
Crime Commission

Terry S. Ely
Development Consultant
GrantsWork

Michael Allen
Director of Development
OU-Tulsa

Kathy Seibold
Asst VP for Campus
Relations
OU-Tulsa

Deidra Ann Kirtley
Special Projects
Coordinator
Tulsa Community College

Susan Kenny
Executive Director
Jenks Public Schools
Foundation

Freddy Owens
Executive Director
Oklahomans for Equality

Liz Hunt
Principal & Owner
Hunt Media & Marketing

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



2009 AFP Foundation Chamberlain Scholarship Program

I. Applicant's Name _____

Are you a member of AFP? _____ How long have you been a member of this Chapter? _____
Other Chapters? _____

Job Title _____

Employer _____

Business Address _____

City _____ State _____ Zip _____

Business Phone (____) _____ Home Phone (____) _____

Email Address _____ URL/Website _____

How long have you been responsible for fundraising with your present organization? _____

Phone _____
(Signature of your supervisor or an executive committee member of your board of directors)

II. How many years have you worked in the fundraising profession? _____

List here your previous fundraising training or attach a sheet _____

List Chapter offices or committees on which you've served: _____

Professional Reference _____ Phone _____
(Other than your employer)

I am employed as a full-time fundraising professional or spend at least 50 percent of my time fundraising for my employer. I have never attended an AFP/NSFRE International Conference on Fundraising and understand that only one individual from my local Chapter can be selected.

Applicant's Signature

Date

DEADLINE FOR APPLICATIONS IS SEPTEMBER 12, 2008

Email application form to lynn@sossamon.com or fax to 918-272-6619. Questions: call Lynn Sossamon at 918-272-5962