



The Campaigner

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In This Issue

- [Letter From The President](#)
- [April Meeting](#)
- [Ten Star Chapter Award](#)
- [Welcome New Members](#)
- [NC Philanthropy Conference](#)
- [AFP International Conference](#)
- [Invest in a Sure Thing...YOU](#)
- [Nonprofit Starvation Cycle](#)

Letter from the President



Doug Hartjes,
CFRE

I'll never forget the day I received my exam results in the mail from Certified Fund Raising Executive International (CFRE). After telling my wife I was too nervous to open the envelope, she couldn't take it any longer and opened it for me. "You made it!", she exclaimed.

Achieving my CFRE accreditation ranks as one of my proudest accomplishments. The certification process challenged me to broaden my knowledge of the fundraising profession and it has enhanced my professional credibility as a leader in our field.

Goal #2 in the AFP-Charlotte chapter's strategic plan focuses on the professional advancement that CFRE represents: Provide high-quality, relevant education to increase career knowledge, support and advancement.

Want to improve your skills and knowledge? Are you interested in improving your career opportunities and advancement? Do you have at least five years of experience in the fundraising profession? If so, then you should consider CFRE accreditation.

Our 2010 North Carolina Philanthropy Conference in August will offer two

Upcoming Meetings

[April 21, 2010
Social Media Panel](#)

[May 17, 2010
Major Gifts Affinity Group](#)



2009
Ten Star AFP Chapter
NC, Charlotte Chapter

pre-conference courses for those interested in furthering their education. We will offer the Fundamentals of Fundraising and CFRE Review courses. It's an investment in your professional career you won't regret!

Want to talk to someone about the CFRE accreditation process? Several of your [AFP Charlotte chapter board members](#) have earned their CFRE accreditation and would be glad to speak to you.

Doug Hartjes, CFRE
President, AFP Charlotte

April 21st Meeting Social Media Panel

"Can social media help my organization raise more money?"

You already know about the proliferation of various types of social media - but what you really want to know is how to use it to help your organization raise more money. At the AFP Charlotte monthly meeting on April 21, social media strategist **Tonya Jameson** will lead a panel discussion with social media marketers, **Jim Mitchem**, **Brandon Uttley**, **Marc Feller**, and **Joe Carleo** who will discuss their experience helping nonprofits. Use what you learn about new media from this panel, to help market your organization in the 21st Century.

For more information about our panelists, please [click here](#).

Cost: AFP Members \$25.00 - Guests \$35.00 [Registration Link](#)

Board Member Profile

Katie Benston

Katie Benston, Director of Annual Support with [Hospice & Palliative Care Charlotte Region](#), has returned to the AFP Board of Directors. Katie's passion for fundraising and helping others began in college and has only grown stronger as she continues to leave her mark on each agency and community she serves.

At Hospice, Katie says she is grateful for the compassion and care her organization provides to those who are dying. She is proud to help raise funding so that no one is denied services for lack of ability to pay. Katie's team has a huge responsibility, aiming to raise \$1.7 million this year to serve eight counties in the Charlotte region.



Katie Benston

Katie got her first fundraising experience as a student, with the Alumni Phonathon at Furman University. Katie's career took her from a fundraising position at Furman to Charleston, SC, where she worked in various roles for Blackbaud for seven years. Katie moved to Charlotte in 2004; she was Director of Fund Development at Goodwill from 2004-2005 and then joined Hospice & Palliative Care Charlotte Region in 2005.

Katie's involvement with AFP began in Charleston, where she served as a Board member for two years. After coming to Charlotte, Katie continued to be involved with AFP in every way possible. She joined

the Board in 2006, serving as Membership Chair and Board Secretary. Katie is currently involved as Vice Chair of the Marketing & Communications



2010 Board

President

Doug Hartjes, CFRE
Chief Philanthropy Officer
Crisis Assistance Ministry

President-Elect

Amy Tribble
Director of Development
Council for Children's Rights

Vice President, Outreach/Diversity

Jenni Gaisbauer, CFRE
Senior Vice President of
Development
Levine Museum of the New
South

Vice President, Membership

Michelle Hamilton, CFRE
Development Officer
Crisis Assistance Ministry

Vice President, External Relations

Armen S. Boyajian
Director of Leadership Giving
Catholic Diocese of Charlotte

Vice President, Professional Advancement

Todd W. Hartung, Jr.
Associate VP Alumni Programs
& Annual Giving
Queens University of
Charlotte

Secretary

Jamie Hayes, CFRE
Director of Development
Presbyterian Hospital
Foundation

Committee, and is focusing her efforts on social media and communications for AFP-Charlotte.

Katie is married to her college sweetheart, Tommy. They have two children, ages 8 and 6. In addition to spending time with her family, Katie enjoys leading a Book Club, which she started with a friend. Her interests also include interior design and gardening.

For more information about Hospice & Palliative Care Charlotte Region, [click here](#)

AFP International awards 2009 Chapter Ten Star Award to AFP Charlotte

Each year, AFP International awards the **Chapter Ten Star Award**, recognizing chapters across the country that accomplish the goals set forth by chapter leadership and AFP International. This Award honors chapters that have accomplished ten key objectives outlined in its Strategic Plan - including specific activities designed to increase professionalism within fundraising and public awareness of philanthropy. A couple criteria include achieving the chapter's Every Member Campaign fundraising goal and holding an event about ethics.



Next month, at the **AFP International Conference** in Baltimore, MD, AFP Charlotte will be recognized as a Ten Star chapter at the general session featuring **Archbishop Desmond Tutu**. This means our chapter is awarded one free Web/Audio Conference and other great benefits.

For more information on the Ten Star Award, please [click here](#). Congratulations to **Jenni Gaisbauer**, 2009 Board Secretary, and all other AFP Charlotte Board members who worked hard to achieve these goals.

New Members

Welcome to our newest members:

[Linda Bass](#), Jewish Family Services
[Rebecca Adams Carpenter](#), Alzheimer's Association
[Tammy D. Davis](#), Davis Consulting Firm LLC
[Nikki Keith](#), United Way of Central Carolinas
[Anita Self](#), YWCA Central Carolinas

NC Philanthropy Conference

Speaker Proposal Review

Treasurer

Jennifer Sheely
Vice President of Development
Holy Angels Foundation, Inc.

Past President

Beth Fischer, JD, CFRE
Director of Principal Gifts,
UNC Charlotte

Programs

Tamara Brainerd, CFRE
Vice President, Operations,
Junior Achievement of Central Carolinas

Mentoring

Linda Breen
Director of Philanthropy
College of Education
UNC Charlotte

National Philanthropy Day

Sharon Harrington, JD
Director of Development,
College of Liberal Arts &
Sciences
UNC Charlotte

NC Philanthropy Conference Chair

Shannon Hinson
Director of Individual Giving
Thompson Child & Family
Focus

Senior Forum

Patton McDowell
Patton McDowell & Associates,
LLC

Diversity

Kishshana Palmer Teele -
Managing Partner, Infinite
Solutions Group

Scholarships

Kelly Lynn
Director of Development &
Community Engagement
Charlotte Emergency Housing

At-Large

Katie Benston
Director of Annual Support
Hospice & Palliative Care
Charlotte Region

Chapter Administrator

Sharon Tripp

We have received **more than 60 submissions** for speaker proposals. All applicants will be notified as soon as possible.

International Conference

Let's Get Together in Baltimore!

Are you going to Baltimore for the AFP-International Conference? **Are you interested in connecting with other Charlotte Chapter members for dinner or an outing while there?** Amy Tribble wants to know if the answer is yes; and, if it is, she will organize an outing for Chapter members who are headed to Baltimore for the International Conference. If you are interested in participating in such a gathering, please send your name, Baltimore arrival date, e-mail address, and cell phone number to our [Chapter Administrator](#).

April 11-14, 2010-Baltimore, MD

More than 4,000 fundraisers from around the world are expected to attend the [AFP International Conference on Fundraising](#) on April 11-14 in Baltimore. Don't miss an extraordinary opportunity to be a part of a conference about solutions, innovations and stronger connections.

Invest in a Sure Thing...YOU.

With your knowledge, skills and experience, you have a significant amount of control over your organization's fundraising fortunes. The decisions you make have more influence on your organization's future success than anything the economy might do. Now more than ever, continue to invest in yourself - continue training in current trends and learn best practices.

Continue to connect with like-minded experts from around the world - and continue to abide by the highest set of ethical standards. Many AFP members enjoy the benefit of their employers paying their membership dues. In these tight times many organizations are trimming their budgets wherever possible (including perhaps your membership dues). Consider the following:

- If your employer has cut membership dues from its budget, consider paying yourself - AFP now offers an installment plan with six payments
- Consider approaching your employer regarding a shared payment arrangement.

Keep your skills sharp by connecting with other fundraisers and use the resources of AFP to help you raise the funds you need. The AFP Ready Reference Series booklets now can be downloaded for free from our website. Fundraising in a Difficult Economy provides some important strategy and tactics, and we've put together the best advice from fundraisers around the world in our online Fundraising Survival Kit. Please see the list of [Resource Benefits](#) for these resources and others.

Convey your professionalism to your donors by displaying the Donor Bill of Rights and share the AFP Code of Ethical Principles and Standards with others. Look for new ideas and stay informed through your bi-monthly Advancing Philanthropy. Tap into a world of models and samples through the AFP Resource Center. Being a part of an international organization also means you see important research first - the AFP State of Fundraising Report and AFP Compensation and Benefits Report ensure you have all the

From AFP International



The AFP Resource Center maintains a number of topical research and knowledge blogs to assist, guide, and inform both members and non-members interested in the world of fundraising. These blogs are updated daily, and you can leave comments on what you read.

[Read More](#)

Got News? We'd like to feature news about our members in 2010, so if you have articles of interest, please pass them along to us.

[Armen S. Boyajian](#)
VP, External Relations
AFP Charlotte Board

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information about your profession and your place in it.

In addition to the resources from AFP International, AFP Charlotte offers you the chance to network with your peers at monthly membership meetings, affinity group gatherings, social events, and free webinars. Take advantage of the relationships you've built to see what's working for other fundraisers, explore prospective collaborations, or help connect a colleague with a much needed job opportunity. Plus, the Charlotte AFP chapter provides you with unique volunteer leadership opportunities, so get involved today!

The Nonprofit Starvation Cycle

Stanford Social Innovation Review

In the *Stanford Social Innovation Review*, **Ann Goggins Gregory** and **Don Howard** make the case that too many nonprofits are caught in The Nonprofit Starvation Cycle. The central point of this article is that nonprofit organizations are caught in the vicious cycle of achieving impossibly low percentages of their budget devoted to overhead, thereby "starving" themselves of needed general operating funding. [Read the article](#)

Our Mission

The Charlotte Chapter is a member-focused professional organization that advances philanthropy by promoting effective and ethical fundraising.

We accomplish this through education and training, promoting credentialing, providing resources, networking, mentoring, advocacy and recognition.



We'd like your input!

Have a suggestion for improvement? Suggestions for topics or speakers? Please tell us! [Submit](#)

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