



# The Campaigner

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## Letter from the President



Doug Hartjes,  
CFRE

Happy vacation! So many of us enjoy a week or weekend at the beach, in the mountains, or visiting family and national attractions during the summer. Having time off from a busy fundraising job is important: it keeps us refreshed and rejuvenated.

Maybe in the summer you find growing flowers, herbs, or vegetables relaxing. Snacking on a healthy treat straight from your own backyard is so rewarding. Doesn't it feel good to think, "I grew this!"

Summer can also be a time when we pick up an extra book, whether it is the *Girl With the Dragon Tattoo* or an always-funny Bill Bryson travelogue . . . or maybe the latest fundraising book from authors such as **Simone Joyeaux, Tom Ahern, June Bradham, or Gail Perry**. Recognize these names? They, and many others, are presenting at the [NC Philanthropy Conference](#) on August 12 in Concord.

Just like a week of vacation, an hour in the garden, or escaping with a good book, professional development is an important way to rejuvenate and refresh your spirits and your mind. Attending the 2010 NC Philanthropy Conference gives you a day away from the office to focus on your professional growth: growing your network of professional colleagues, enriching your understanding of fundraising topics and trends, and



**2009**  
**Ten Star AFP Chapter**  
NC, Charlotte Chapter



expanding your mind about what your team can do to make 2010-2011 a bigger success.

I hope you and your team are planning to join us on August 12. We have many exciting speakers and sessions that range from the strategic to the tactical, including major gifts, grants, social media, and taking care of yourself and your career. You will leave the conference having learned something new you can use right away. You will also leave pondering how you can apply what you've learned going forward, and I guarantee that if you are up for it, you'll have met a new contact and friend, too.

Take this time to invest in yourself and in your colleagues. Refresh and rejuvenate!

Doug Hartjes, CFRE  
President, AFP Charlotte

## NC Philanthropy Conference

August 12, 2010



Simone Joyaux

fee.

Choose from four additional breakout sessions on topics ranging from annual giving to "making the ask" to social media trends and much more. There will also be a networking luncheon and an impressive offering of Resource Partner exhibits. See <http://www.ncphilanthropyconference.org>

[REGISTRATION LINK](#)

## Mentoring Program 2010/2011

Nominations Being Accepted - Deadline September 1st

AFP Charlotte's Mentoring Program is an excellent resource for new and experienced development professionals that enhances and broadens the professional's knowledge, skill set and success in the field of philanthropy.

Categories for Mentor/Mentee (Mentors and Mentees must be members of AFP Charlotte



**Upcoming Meetings: For more information on these and other programs, click**

[AFP North Carolina Philanthropy Conference](#) August 12th

[September Monthly Meeting](#)  
September 15, 2010

[WEBCONFERENCE: Power Shift: Secrets to Success in the Digital Donor-Centric World:](#) September 23, 2010

[WEBCONFERENCE: Annual Campaign: Raising More Money with Fewer Resources:](#) October 7, 2010

[WEBCONFERENCE: AFP Think Tank: Ethics in Fundraising:](#) October 27, 2010

[National Philanthropy Day:](#) November 10, 2010

## 2010 Board

President  
Doug Hartjes, CFRE  
President, Make A Wish  
Foundation of Central &  
Western North Carolina

President-Elect  
Amy Tribble  
Director of Development,  
Council for Children's Rights

VP, Outreach/Diversity  
Jenni Gaisbauer, CFRE  
Senior VP of Development,

and an active professional development officer):

- Mentee - 1 - 3 years
- Advanced Mentee 3 - 5 years
- Mentor - 5 + years
- Advanced Mentor -5 + years and CFRE

*Benefit:* Participating Mentors receive 10 points towards CFRE designation or CFRE recertification

For more information about the program and for applications, click [HERE](#). You may also contact [Linda Breen](#) if you have questions.

**Applications must be received by September 1, 2010.**

## Board Member Profile

**Patton McDowell**



**Patton McDowell**

[Patton McDowell](#) is AFP Charlotte's Senior Forum Committee Chair.

**Q: When/How did you first get into fund raising?**

A: I was fortunate to have an internship before my junior year at UNC Chapel Hill with Special Olympics International, and that experience led to a job right out of college there in Washington DC and then with Special Olympics North Carolina in Raleigh. I credit that experience with putting me on a career path in the nonprofit

sector that has continued to this day.

**Q: Tell me about your current work and past experience, including important years you became involved.**

A: After 20 years in the nonprofit sector, I started my consulting firm in early 2009. Previously, I served six years as vice president for University Advancement at Queens University of Charlotte and was responsible for all fundraising, communication and alumni programs for the university. We were fortunate to generate more than \$40 million, which included two of the three highest fundraising years in the school's history. Prior to Queens, I served four years as vice chancellor for University Advancement at UNC Wilmington, where I was the youngest vice chancellor in the UNC system and completed the University's first capital campaign of \$25 million. Those experiences followed my time with Special Olympics

**Q: How about when you became involved in AFP, and your current involvement as an AFP board member?**

A: Prior to joining the board here in Charlotte three years ago I was somewhat involved, but really grew to appreciate the work of AFP in our field once I talked to former and current board members. I realized the organization was not just good for my own professional development, but really important to our field, and that's what got me hooked.

**Q: Did you have a mentor in the field?**

A: I've been fortunate to have several mentors during my career including

Levine Museum of the New South

VP, Member Services  
Michelle Hamilton, CFRE  
Development Officer, Crisis Assistance Ministry

VP, External Relations  
Armen S. Boyajian  
Director of Leadership Giving, Catholic Diocese of Charlotte

VP, Professional Advancement  
Todd W. Hartung, Jr.  
Director of Advancement, Cannon School

Secretary  
Jamie Hayes, CFRE  
Director of Development, Presbyterian Hospital Foundation

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



folks in higher education and within the Special Olympics organization. In Charlotte, Michael Rose, President of the Carolinas HealthCare Foundation, played a big part in both mentoring me and encouraging me to get more involved in AFP and in our profession.

**Q: What are some of your passions or hobbies outside of work?**

A: As the parent of three kids, their activities become my activities in many ways. My wife and I particularly enjoy family travel both to the coast and to the mountains. I'm also an avid reader, and enjoy books on management in the for-profit and nonprofit sectors. As an English major in college, I also enjoy writing and hope to find more time to finish some writings that remain unfinished at this point.

## Be a Sponsor for National Philanthropy Day

Registration Underway

**Wednesday, November 10, 2010**  
**Networking 11:15 a.m.; Lunch 11:45 - 1:00 p.m.**  
**The Ritz-Carlton, Charlotte**

[2010 Sponsorship Form](#)

The Charlotte Chapter of the Association of Fundraising Professionals (AFP) will hold the 2010 National Philanthropy Day awards on Wednesday, November 10, 2010 from 11:15 a.m. to 1:00 p.m. at The Ritz-Carlton in uptown Charlotte. The ceremony will honor community members who change the world with a giving heart.

Awards are to be given in ten categories including Outstanding Philanthropic Small Business, Outstanding Philanthropic Organization, Outstanding Philanthropist, Outstanding Legacy, Outstanding Volunteer Fundraiser, Outstanding Emerging Philanthropist, Outstanding Student Philanthropy, and Outstanding Professional Fundraising Executive, and Outstanding Champion of Diversity.

- [REGISTER now](#) to attend this event as a sponsor or as an individual.

CHANGE THE WORLD



WITH A GIVING HEART

**National Philanthropy Day®**

Printing deadline for programs, etc. is September 24th for sponsors to be included. But seats can still be reserved through October 29th.

## New Members

Welcome to our newest members:

AFP-Charlotte welcomes the following new members:

**Heather M. Bofill**, Development Coordinator, Carolina Raptor Center

**Rosalie Brillante**

**Halley Cella**, Director of Membership, Charlotte Museum of History

**Mary K. Collins**

Chair

**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**

Chapter Administrator  
**Sharon A. Tripp**

## 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

**Lorie M. Fees**, Development Operations Manager, Barium Springs

**John Horton**, Manager, Resource Development, Youth Villages

**Kristin Kenyon**, Communications & Development Manager, National Children's Oral Health Foundation

**Kemper Mitchell**, Institutional Advancement, Palo Alto University

**Marianne Wescoat**, Coordinator of Development, Union Academy Foundation

**William C. Wyman, Jr.**, Treasurer, WNC Conference UMC

For more info about AFP membership please contact **Michelle Hamilton**, 704-227-2795 [mhamilton@crisisassistance.org](mailto:mhamilton@crisisassistance.org)

## Social Media

**AFP Charlotte has joined the world of social media!**

### TWITTER

- If you/your organization is on Twitter, please follow us: **AFPCharlotte**
- Our chapter Twitter account has lists you can follow, including Members, Charlotte Nonprofits, Other AFP Chapters, Fundraising Resources, Media, and Chapter Friends.
- During Meetings, tweet (and follow along) using hashtag: **#afpchl**

### FACEBOOK

- Fan/Like us at **AFP Charlotte**
- We are creating a directory of Charlotte non-profits' Facebook pages. This list will be available on our website. To be included, please send your organization's name (as it is on Facebook) to [Katie Benston](#).

**Please send any feedback or suggestions via Twitter, Facebook, or via e-mail to [Katie Benston](#).**

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

**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.

## 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.

