



Contributions

December 2014

Letter from the President

"Amazing how we can light tomorrow with today."
Elizabeth Barrett Browning

As we near the end of the year, I want to thank you for being a vibrant part of the fundraising profession.

Sometimes our profession is misunderstood or even feared. Of course, we realize that being a fundraiser is more than a job – it's a sacred privilege. We have the noble duty of connecting donors to the projects they are passionate about. Without us, philanthropy could not move forward.

You help donors feel the energy in investing in the change they want to see. As a fundraiser, you get to see your organization's vision realized. What a fantastic way to make a living!

The last part of the year is a hectic. Take a step back, remember and celebrate the difference you are making for our community and its people, today and tomorrow.

On a personal note, it's been a pleasure leading this chapter in 2014. Each one of you has inspired me with the tremendous commitment you demonstrate each day – to your donors, to our community and to this noble profession. The chapter is strong because of members like you.



Sincerely,

Meaghan Cummings

Meghan Cummings, CFRE
President

AFP Greater Cincinnati Chapter

MISSION STATEMENT

AFP Greater Cincinnati Chapter, an association of professionals, advances philanthropy by enabling its members and nonprofit organizations to practice ethical and effective fundraising that changes our community for the better.

The Association of Fundraising Professionals (AFP) represents more than 30,000 members in 200 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

SAVE THE DATE

*International Fundraising
Conference*
Baltimore, MD
March 29-31, 2015

2014 AFP Greater Cincinnati Executive Committee & Board of Directors

Executive Committee

President

Meghan Cummings, CFRE

President-Elect

Sydney Schnurr

Past President

Betsy Baugh

Secretary

Chris Martin

Treasurer

Chris Owens

Board of Directors

Vice Presidents of

Communications

Ken Coggeshall

Heather Sherwood

Vice President of Education

Megan Betsch

Director of Certification

Vanessa Mosley, CFRE

Directors of Diversity

Adrienne McDade

Sarah Siegrist

Director of Ethics

John Banchy

Director of Be the Cause

Sparkle Worley

Director of Fundamentals

Shannon Isaacs

Directors of Membership

Kitty Beck, CFRE

Melissa Gayer

Director of Mentoring

Jessica Salyers

Director of National

Philanthropy Day

Liz Flynn

Director of Newsletter

Adam Behm

Director of Scholarship

Victoria Parks

Director of Strategic Planning

Julia Morton

Member-at-Large (& SNAP):

John Olberding

Member-at-Large

Danielle Gentry-Barth, CFRE



AFP Board Members 2014

Front Row: Sydney Schnurr, Adam Behm, Adrienne McDade, Shannon Isaacs, Chris Martin

Back Row: Melissa Gayer, Ken Coggeshall, Katherine Beck CFRE, Meghan Cummings CFRE, John Banchy, Julia Morton, Jessica Salyers, Sarah Siegrist, Betsy Baugh, Heather Sherwood

Not pictured: Megan Betsch, Liz Flynn, Danielle Gentry-Barth CFRE, Vanessa Mosley CFRE, John Olberding, Chris Owens, Victoria Parks, Sparkle Worley

Newsletter design provided by

Photonics Graphics Inc.

www.photonicsgraphics.com

Providing creative, thoughtful solutions for web and print to non-profits for over twenty-five years.

We Gratefully Acknowledge Our 2014 Newsletter Contributors:

Kitty Beck
Adam Behm
Randy Burkett
Ken Coggeshall
Meghan Cummings
Liz Flynn
Melissa Gayer
Claudia Kimura

Leila Kubesch
Adrienne McDade
Beth McDaniel
Dave Moore
Julie Morton
Vanessa R. Mosley
Chris Owens

Victoria Parks
Debbie Rutledge
Jessica Salyers
Sarah Siegrist
Jeff Stern
Pamela Taylor
Sparkle Worley

This newsletter is sponsored by the The Association of Fundraising Professionals Greater Cincinnati Chapter. The items contained herein are published as submitted and are provided for general information purposes only. This information is not advice. Readers should not rely solely on this information, but should make their own inquiries before making any decisions. The Newsletter works to maintain up-to-date information from reliable sources. However; no responsibility is accepted for any errors or omissions or results of any actions based upon this information. If you have any questions regarding any of these items, contact the organizational representative of that source. Your newsletter team reserves the right to edit all entries. We try hard to bring you fair and accurate reporting, but should we make an error, please contact us so that we may make a correction.

This newsletter may contain links to web sites that are created and maintained by other organizations. The Newsletter does not necessarily endorse the views expressed on these web sites, nor does it guarantee the accuracy or completeness of any information presented there.

National Philanthropy Day 2014

An enthusiastic crowd of 850 people gathered for the Association of Fundraising Professionals' National Philanthropy Day (NPD) Luncheon on November 13, 2014 at the Duke Energy Convention Center. The event, with lovely decor by Plan-It Now, honored special community members for their notable impact on their nominating nonprofit organizations and, by extension, our Greater Cincinnati Community.



NPD Honorary Chair, Santa J. Ono, President, University of Cincinnati; Volunteer of the Year, Dick Duval; Philanthropists of the Year, Larry & Barbara Kellar; AFP Greater Cincinnati Chapter President, Meghan Cummings; Sonya Sasmal, Magnified Giving

Community Awards were given for Philanthropists of the Year to Barbara and Larry Kellar, Volunteer of the Year to Dick Duval, and Outstanding Youth in Philanthropy to the Magnified Giving Student Philanthropy Program. Attendees learned more about how the award winners inspire change through videos produced by Prestige AV & Creative Services, and heard generous remarks from the winners upon acceptance of their awards, which were uniquely hand-designed, made and donated by Streets of Manhattan, LLC again this year.



Heidi Jark, Managing Director & Vice President, The Foundation Office, Fifth Third Bank - Presenting Sponsor



National Philanthropy Day 2014



Keynote Speaker, Erin Gruwell

Numerous nonprofit organizations also took the opportunity to bring benefactors, volunteers and special friends to NPD who have supported their missions and work, recognizing them as Nonprofit Champions.

Honorary Chairperson, Santa J. Ono, President, University of Cincinnati, imparted his own thoughts on the value of philanthropy in general and to our community, which is evident by the example UC sets through its strong presence and leadership.

John Lomax, Local 12, was welcomed as the returning Emcee to the annual event. Thanks to the help of Photonics Graphics, keynote speaker Erin Gruwell's presentation leaped off the stage and screen as she shared her heartfelt journey as a young teacher inspired to champion the education and value of her inner-city student's lives. She inspired the crowd with her commitment to the success of her students, whom others had disregarded, which lives on today in her work through the Freedom Writers Foundation to benefit other motivated educators across the country and their promising students.

Thank you to all the attendees for making this our largest NPD Luncheon ever! A special thanks goes to the following sponsors for their support which makes this truly unique community event which celebrates our vibrant philanthropic spirit possible:



Emcee, John Lomax, Local 12

Continued on page 4

National Philanthropy Day 2014! *(Continued)*

Presenting Sponsor - Fifth Third Bank Foundation

Platinum Sponsors - Photonics Graphics, Plan-It Now, and Prestige AV & Creative Services

Gold Sponsors - Duke Energy Convention Center, Skystone Partners, and the University of Cincinnati;
Media Sponsor - Cincinnati Business Courier

Silver Sponsors - Giveunity, The Greater Cincinnati Foundation, Johnson Grossnickle & Associates, and the United Way of Greater Cincinnati

All our **Bronze** and **Patron Sponsors**.

We hope you join us in looking forward to NPD 2015!

Our Chapter is Growing!

Please welcome our newest members of the AFP Greater Cincinnati Chapter!

August 2014 New Members

Jon Beres	Abby Held	Patricia Mullins	Pamela Taylor
Janine Boeing	Bud Lehman	Allyson Richer	Zak Geier
Tracy Carl	Debbie Miller		

September 2014 New Members

Jena Bradley	Toni Evans	Amanda McDonald	Michelle Seither
Walter Cole	Marilyn Goodrich	Ashley Moran	Steve Shin
Cheri Cunningham Stacey	Lucinda Greene	Jennifer Patrick	Andre' Williams
Donial Curry	Lauren Jones	Kristi Reed	Caitlin Whitehurst

October 2014 New Members

Brian Browne	Kevin Manley	Katie Miller	Jay Shifman
Katie Dillenburg	Beckie Middendorf	Angela Rockstroh	Tyler Wash

Be The Cause – Why It Makes Sense To Give

By Sparkle Worley

With a gift to the AFP Foundation for Philanthropy you will be helping to determine the future growth and development of our profession and your gift will be helping to support our local chapter's programming. When we reach our goal (\$4,588) 25% will come back to Cincinnati to support our free monthly Networking and Knowledge Breakfasts and many scholarships (CFRE, Fundamentals of Fundraising and Chamberlain)!

Your donation in support of this great profession today helps support you and your colleagues throughout the year.

As of November 18, 2014, we have raised \$4,365. We need you to put us over the top by December 31st.

Donating is easy: Simply go to AFP Foundation for Philanthropy and click on 2014 Annual Fund (Be The Cause and International Board Campaigns.)

Or

Complete and print a Be The Cause pledge form and mail to:

AFP Foundation For Philanthropy
4300 Wilson Blvd., Suite 300
Arlington, VA 22203-4168
or fax to 703-683-0735.

Thank you in advance for your generous donation and support of the 2014 Be The Cause Campaign!

AFP Membership Thankathon



Recently, the Membership Committee had the privilege of thanking our membership for investing in our profession with AFP. We held a "Thankathon" where committee and board members called each chapter member to say thank you for joining our organization. We hope we did not miss you!

As a recognized leader on fundraising and philanthropy in our area, the AFP Greater Cincinnati Chapter

provides powerful membership benefits to promote our mission. We value your membership, and are proud to bring to our profession "10 Star Gold" quality in the form of leadership, resources and opportunities. Membership benefits advance philanthropy by enabling our members and nonprofit organizations to practice ethical and effective fundraising to improve the lives of those in our community.

Thank you for your membership in the Association of Fundraising Professionals Greater Cincinnati Chapter.

New Faces of Fundraising Starts Soon

It's time to apply for the 3rd class of New Faces of Fundraising! We are looking for Juniors, Seniors, Graduate Students and Non-traditional students from Greater Cincinnati colleges interested in becoming an active part in the fundraising community of Greater Cincinnati. For more information and to view the application please see the [chapter's website](#).

National Philanthropy Day Sponsor Spotlight

Photonics Graphics, based in Cincinnati, is one of this year's National Philanthropy Day Platinum Sponsors. Photonics would like to thank the Association of Fundraising Professionals for the opportunity to support National Philanthropy Day. Learn more about Photonics Graphics and their commitment to the community in this month's Sponsor Spotlight.

Photonics Graphics has been a partner and friend of the Cincinnati community since 1989. Founded by creative director Alan Brown, Photonics has grown from a small local graphic design firm to a full-service web development team working with large national brands, small businesses and non-profits. Throughout the agency's twenty-five years of growth, they have remained committed to serving the Greater Cincinnati community. Today, the firm's specialties include graphic design, web development, illustration, and mobile app development.

The Photonics team is driven by the love of art and great design. Alan is a photographer, illustrator and artist. While studying communications at Syracuse University, his main focus was on photography and art history. This lifelong passion for art and design now fuels the agency's ability to create gorgeous and effective marketing materials that empower clients to exceed their goals.

The entire Photonics team is passionate about contributing to the greater good through causes in Cincinnati and beyond. They have worked with dozens of Cincinnati based non-profits over the years, with Vice President and CFO Christie Brown constantly raising awareness of projects that will help make an impact in their community. Mixed in with Photonics Graphics'

impressive resume of corporate clients are Cincinnati youth groups, low-income housing initiatives, eco-friendly clothing startups, and local churches and synagogues, just to name a few.

"The newly formed Friends of Batahola wanted to convey our mission statement to our donors. By working with Photonic Graphics, we were able to expand our vision into clear cut images and lasting stories for those who would never visit Nicaragua. Photonics' professional staff took us by the hand and presented us with marketing tools that opened up new horizons for us and thus our donors. Friends of Batahola can never thank them enough." Sue Keefe, Friends of Batahola.

From the first contact, the team works side-by-side with clients to understand their goals and formulate a plan to exceed them. Over the years, they have come to understand that earnest dialogue is the best way to encourage the production of truly compelling work.

The team at Photonics believes that it's their connections with local causes that have helped the agency grow for the last twenty-five years. They know that it will be these same values that will propel Photonics' growth for another twenty-five years. Photonics Graphics is currently accepting new clients and looks forward to the opportunity to work with more local businesses and non-profits. For more information or to learn more about Photonics' commitment to serving its community, visit their website at www.photonicsgraphics.com.



Thanks to Chanticleer Consulting for the generous sponsorship of this year's Holiday Happy Hour.

"The expert, creative professionals of Chanticleer Consulting can provide effective counsel and leadership in every aspect of fundraising, outreach and nonprofit governance. From assessment and planning to interim management, to direction of a multi-year capital campaign, we will offer as much or as little hands-on support as your organization requires. From the first day to the last, your needs are paramount, and we will never offer a cookie-cutter solution. Instead, we draw from decades of experience with countless, diverse organizations in our native Cincinnati and across the country to find the right strategy and create the perfect plan for you. Contact John Olberding at 513-382-1854 or email john.olberding@chanticleerconsulting.com for a no-cost initial consultation.

Chat with a New AFP Member

Pamela Taylor



**Price Hill Will
Community Outreach Coordinator**

1. When did you start your fundraising career?

It seems like I've been fundraising forever, starting with Girl Scout cookies back when I was 8 years old! I began working full-time as a fundraiser in 2004, but my job duties have always been a combination of fundraising and PR.

2. When and why did you choose to join AFP?

I decided to join AFP this past year for a couple reasons. My first fundraising boss always looked to the AFP for fundraising standards, whether it was ethics or best practices, so I've always thought it would be good to join. My current organization is small, and our fundraising focuses on grant-writing for the most part,

but this fall our board decided to take on a major rehab project – the Price Hill Masonic Temple – which is going to require a capital campaign. Since I've never run a capital campaign before, I thought this was the time to join and hopefully learn some things along the way and perhaps find some folks who could help answer questions I have.

3. Why did you choose a career in fundraising?

I've always been a storyteller, with strong writing skills. Those skills and interests are obviously pertinent to fundraising! I like the fact that I'm using my skills not only to inform people about what is going on, but also to help ensure the future for the good works of organizations I care about.

4. Tell us something unique about yourself.

I also write science fiction, and have had several short stories and speculative poems published professionally.

National Philanthropy Day Sponsor Spotlight

On Thursday, November 13, the Plan-it Now team did what it does almost every day in Cincinnati and around our great country...we helped produce a fantastic event for a fantastic client. What made this event different was that it was for the Association for Fundraising Professionals' National Philanthropy Day (NPD). If you are reading this you probably already know that NPD takes place around the world every year to celebrate philanthropy and recognize its impact on communities, causes and individuals.

The reason I say this event was 'different' for us is because some of our local team members and clients were also attendees at the event as part of our sponsorship of the event. We were able to listen to the inspiring stories behind the honorees and award winners. We were able to interact with guests and actually be a part of this very special day. While we were given the opportunity to assist the Cincinnati AFP Chapter, we were also able to celebrate our local heroes and be empowered by the dynamic Erin Gruwell. It's

the rare occasion where our company actually gets to participate in the actual event festivities and be treated to something as powerful as the NPD celebration. For this we are grateful.

As event specialists we travel the globe producing events. We always understand the content and purpose of the event so we can truly become integrated into the event purpose, our client's team and their brand. This allows us to become just as passionate as they are – this truly sets us apart as the premier event planning specialist in the region. With AFP and National Philanthropy Day, it is so easy to become passionate about philanthropy and serving people and causes outside of ourselves. If you were one of the 900 people in the room, you understand exactly what I mean.

Plan, Produce, Deliver! It's what we do.



Discovering Culture at Non Profits

By Claudia Kimura

Consultant, Chanticleer Consulting LLC; AFP Betsy Baugh Professional Membership Award Scholarship Recipient

I have always been a culture buff – knowing what a group does, the history around why they do what they do, and the details about how, when and where are fascinating to me. It is these details that give any group their uniqueness, flavor and, ultimately, their identity. Nonprofits are no different. Each has its own sense of past, where they currently are, and where they want to be in the future. It is the implementation of the latter two points being done within the parameters of their own culture that can have the greatest impact of their level of success.

It is easy to say “The goal of a Development Department to raise money.” No one is naive to the fact that programs and services require funds. However, nothing is yielded in a vacuum, especially nothing that is perpetual. Members of a group – be it a tribe, a club, a team, or an organization- maintain association with a group because they feel belonging. They feel a sense of identity. They are a part of a tradition, or are united in striving for a common ideal. They are ultimately connected to the culture. From this sense of inclusion comes a sense of obligation, be it in active participation, or contributions that are financial or otherwise.

Therefore, when formulating outreach, culture is a key component. This is why there is no cookie cutter approach to donor relations. What works for one organization may not work for another, even if they share closely related missions, constituencies, etc.. The reverse can be said, as well - taking one unsuccessful appeal experienced by one organization does not necessarily mean the approach was unfounded. It could be that it just doesn't speak to the culture to which it was presented.

I think that this is what draws consultants into their field. We are like the “anthropologists” of fundraising – we enjoy looking into the unique details of a particular organization, learning what is done, asking questions, piecing different areas together to discover and draw conclusions based on observations that are easier to see through neutral eyes.

For example, one small non profit I have been privileged to work with was founded by a very charismatic leader who was also the catalyst for most of their donations. Sadly, he passed away, leaving behind quite a legacy. The organization was now challenged to look for a new way to reach out to new prospective donors but still maintain the connection long time donors had to this dynamic man.

After taking a little time to look at who they are, what they did (and didn't do), as well as who their constituency is and who they hope to include, a new campaign was launched. The founder was known for his loving of his boat, the Marco Polo. So, in implementing a new system of sustaining pledges, we named the pledge circle “The Marco Polo Circle.” This not only tied in with the organization's history and culture, it tied in to the work they do – transitional housing for homeless men to independent living. In other words, men who are charting new journeys, mapping and discovering new lives for themselves are traveling-like Marco Polo. Long time donors will understand this relation, but will also have the sense of the founder. Newer donors will relate to the imagery of Marco Polo, the historical figure, but can also be brought into the history of the organization without having to have had that connection to the founder.

Yes, our goal is to raise funds to enable their work. But this needed to serve two different constituencies (to current and prospective donors), to maintain a sense of culture and past, while moving them forward into the future (Marco Polo can be used in a variety of other fund-related iterations – spaghetti dinners, etc). In its purest form, would this work elsewhere? Probably not. But like all cultural elements, portions – or at least the process- could be adapted, tweaked and reworked to fit elsewhere.

AFP is a great resource to learn about what other organizational cultures are doing, what worked and what didn't, and to gleam nuggets that can be carried back to your own home base to be explored, analyzed

Continued on page 9

One on One with A New AFP Greater Cincinnati Board Member

Adrienne McDade



**AFP Board: Director of Diversity
Associate Director for Annual
Giving at University of Cincinnati
Foundation**

**How did you first hear about or
become involved with AFP?**

I heard about AFP through my Masters in Arts Administration program at the University of Cincinnati. I became involved with AFP through their diversity program, New Faces of Fundraising.

When did you start your fundraising career?

Well, I have always been naturally philanthropic. I was first exposed to fundraising through my work-study experience as a student caller for my undergraduate university, but I would say that I officially started my fundraising career in during the first year of my graduate studies where I served as an intern at Contemporary Dance Theater here in Cincinnati.

What do you wish other people knew about the fundraising profession?

Next to “art-based” careers (performing & visual arts, interior & graphic design, architecture), fundraising is one of the most creative professions to have. It is not a “one size fits all” field and that’s what I love about FUNdraising!!! It can force you think outside the box and interact with people from all walks of life.

What is the best career advice you ever received?

My high school Drama teacher said, “Your dream job is the one in which you would almost do the work for free.” I feel good about the work I do & the work I am going to do. There’s nothing like experiencing job satisfaction.

What has surprised you most about working in fundraising?

How much a fundraising professional needs to keep their “ears to the ground”—I find that it is important to allocate time to read upon the latest trends, happenings, and best practices in the field.

Tell us something about yourself that may surprise people.

Wow!....this was a tough one. I have never seen a Star Wars movie. Throughout my life I have tried a wide variety of hair colors & hairstyles.

What do you do when you aren’t working?

When I am not working you can find me looking at the latest makeup design trends, watching new episodes & re-runs of Law & Order: SVU and So You Think You Can Dance, or taking in nature through walks at a nearby park...this is also after I have fulfilled my AFP board duties! 😊

Discovering Culture at Non Profits *(Continued)*

and perhaps reworked to apply to your own cultural environment, or to find those “anthropologists” (a.k.a., consultants) to help you to dig deeper in order to view things from the outside-in. Their vast database,

“Networking and Knowledge” meetings, and various guest speakers are just a few of the tools that AFP provides. We are lucky to have such an active and resourceful chapter, and I am grateful to be a part of it!

Scholarship Winner Shares His Story

By Randy Burkett



I consider it an honor and a privilege to have been selected for the AFP Cincinnati Chapter “*Fundamentals of Fundraising*” Half-Scholarship for 2014. The Cincinnati Chapter of AFP is a very dynamic and committed group of fundraisers and I look forward to continuing to meet other members and volunteering on fun and exciting events like National Philanthropy Day.

The Fundamentals of Fundraising classes provide an excellent core base of knowledge for less experienced fund-raisers and a nice refresher for experienced fundraisers who want to keep their skills sharp. It is also a good review for those interested in pursuing the CFRE accreditation. The classes are taught by experienced fundraisers in an open “collegial” environment that encourages questions and allows participants to share their experiences with classmates. Classes meet every two weeks, are well organized and utilize a workbook that participants get to keep for future reference. One of the things I enjoyed most about the classes was not-only the opportunity to learn from the experienced fundraiser/instructors, but also the opportunities to engage in meaningful dialogue about actual experiences/challenges that other fundraisers face in their day-to-day jobs.

I came to the fundraising world about 8 years ago after many years in sales and marketing, data analytics, research and management positions in some very prominent for-profit and not for profit organizations in Southwest Ohio. Some of the organizations I have had the opportunity to work for over the years include Duke Energy, DP&L, Premier Health and Dayton Children’s

Hospital. All of these organizations had company foundations, and for me, giving back to the community was always something that was a part of being a good corporate citizen.

I like helping donors connect with the causes they are passionate about and enjoy fundraising because it allows me to serve others while making a meaningful impact in the community. On a personal level, I am passionate about gardening, horticulture and environmental causes and have volunteered and served as a Board Member/fundraiser on several environmental organizations and public garden associations including the Wegerzyn Gardens Foundation, the American Public Gardens Association and the Nature Conservancy.

Children’s causes are one of my other philanthropic interests and I was fortunate to work on capital campaigns for an expansion of the pediatric trauma and emergency room and the CAREHouse child advocacy center while I was a Director in the fundraising department at Dayton Children’s Hospital. I worked with many talented fundraisers as well as volunteers committed to raising money for facilities and services that had an amazing impact on the lives of children.

I hold a Bachelor’s Degree from the University of Dayton, a Master’s Degree from Miami University in Oxford and have taken coursework towards a Masters in Library and Information Science from Indiana University. I hope to be able to use my professional experience and knowledge gained from the AFP coursework to serve a foundation or fundraising organization in the southwest Ohio area.