



Central Ohio Chapter

Spring 2011

# DEVELOPMENT digest

*Fundraising is the gentle art of teaching the joy of giving.*

—Hank Rosso

## UPCOMING AUDIO CONFERENCES:

### March 24

#### Seriously Good Innovation... In Practice!

Innovation is about more than just bright ideas. It is about making them happen! If you ever feel like you could be doing more to make real change, but you just don't have the tools to do it, then this session with Jon Duschinsky, founder of bethechange, an international non-profit consultancy is for you!

### April 20

#### Social Networking and Online Fundraising Success

This session taught by Ted Hart, one of the world's foremost experts on Nonprofits and the Internet will focus your organization on how it can integrate offline fundraising with online strategies. Content is based on content from the 5 books he has written on this topic.

### May 19

#### Developing a Planned Giving Marketing Plan

In this session, you will learn how to develop an integrated planned giving marketing plan that will help you increase gift income and improve your overall program performance. The presenter, Timothy D. Logan, ACFRE is Vice President and Senior Consultant of Planned Giving Services and Nonprofit Healthcare Services for RuffaloCODY.

### FREE Audio Conferences:

#### A Member Benefit

Members may bring their CEO, Development Chair or a fundraising volunteer, but reservations are required. Audio conferences are held from 1:00 - 2:30 p.m. at Grace Brethren Church, Long Distance Learning Lab, Room 208, 8225 Worthington-Galena Rd, Westerville. The Learning Lab is on the northwest side of the building. (Directions: [www.gracebrethren.org/contact/direction.html](http://www.gracebrethren.org/contact/direction.html)). RSVP to [centralohioafp@cs.com](mailto:centralohioafp@cs.com) or call the Central Ohio AFP RSVP hotline at 614-884-7780 ext 4.

Take Note...CFRE Review Course coming to Central Ohio August 8 & 9 at Ohio Dominican University! Look for more details coming soon.



## Message from Chapter President Adam Burk, CFRE

*Dear Fundraising Friends & Colleagues,*

As central Ohio celebrates the recent \$100 million gift given by the Wexner family and the Limited Brands Foundation, we're reminded of the power of philanthropy to change the world. This gift reaffirms that message - one that we as fundraising professionals work to convey every day as we go about our work of raising funds for our causes. As professionals working to connect people with the charitable institutions and causes they believe in, you are on the front lines everyday carrying this message, and AFP is here to provide you all training and support you need!

What better time than our next luncheon meeting on March 8th to discuss "Starting a Major Gift Program"? Very few of us will ever work on a \$100 million gift, but it showcases the power of developing a major gift program. Whether a \$1,000, \$10,000, or \$100,000+ gift is considered "major" to our organizations, we'll all benefit greatly from this presentation by experts, Doug Allinger and Mike O'Sullivan, two of our community's most respected fundraising professionals.

Along with great luncheon programs such as this, our AFP chapter will offer many valuable resources members this year including: CFRE Review Course, scholarship opportunities, audio conferences, legislative updates, networking opportunities, and much more! Please be on the lookout for these and other chances for you to take advantage of your membership.

## 2011 At Large Board Members

- Doug Allinger
- Nena Bauman
- Jennifer Bowden, Job Bank & Resource Directory Chair
- Andy Emery, Marketing/PR Committee Chair
- Jamie Foltz
- John Goettler, Sponsorship Committee Chair
- Dustin Grovemiller, Scholarship Committee Chair
- Lynda Heyl, CFRE, Philanthropy Day Chair
- Katie Mellett, Philanthropy Day Nominations Chair
- Tim Montgomery, CFRE
- Jeff Redfield, CFRE, Public Policy Chair
- Terry Schavone
- Ruth Stenberg, CFRE, Review Course Committee Chair
- Ruth Watkins, Mentoring Committee Chair
- Katie Webster, Collegiate Chapter Committee Chair
- Miranda Zink
- Donna Zuiderweg



## 2011 exec board

- ▶ **Adam Burk, CFRE**  
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- ▶ **Laurie Beth Sweeney, CFRE**  
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- ▶ **Lori Hunter Overmyer, CFRE**  
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**REMINDER:** The board is here throughout your membership with AFP. Use them as a resource, guidance, and for any questions. For more information visit [www.centralohioafp.org](http://www.centralohioafp.org)

## Spring Education Calendar

Meet new fundraising friends and get reacquainted with your colleagues at the upcoming spring Chapter Luncheon Programs. Please note the locations. Registration begins at 11:30am followed by lunch and the education session. Cost is \$20 for members, \$30 for non-members.

### Chapter Luncheon Programs

#### March 8

11:00 – 11:45am  
Pre-Lunch Members Only Session  
Noon Program: "Starting a Major Gifts Program and What to Call It"  
The session will focus on debunking the myths of major gifts fundraising. Featuring Doug Allinger, President, Allinger & Company and AFP At Large Board Member and Mike O' Sullivan, Senior VP and Chief Development Officer, OhioHealth Foundation.

#### Location:

LifeCare Alliance  
670 Harmon Avenue  
Columbus, OH 43222

#### April 12

11:00 – 11:45am  
Pre-Lunch Members Only Session  
Noon Program:  
Futurecasting - Financial, Legislative and Regulatory Trends Impacting Fundraisers in Central Ohio

#### Location:

Scioto Country Club  
2196 Riverside Drive  
Columbus, OH 43221

#### May 10

11:00 – 11:45am  
Pre-Lunch Members Only Session  
Noon Program:  
"Women's Philanthropy"

#### Location:

Scioto Country Club  
2196 Riverside Drive  
Columbus, OH 43221

# Mentor Program Gears Up for 2011

The 2011 Central Ohio AFP Mentor Program has kicked off the year with ten matches, including several matches between mid-range professionals (5-7 years experience) and advanced professionals (12+ years in fundraising). "I am so excited about the pairings we have in place as they have such incredible potential for impacting the bottom line for important organizations that serve our community," said Ruth Watkins, chair of the Mentoring Committee.

To view a complete list of matches, please visit our Chapter's website, [www.centralohioafp.org](http://www.centralohioafp.org).



# Welcome New Members!

The Central Ohio AFP Chapter is pleased to welcome the following new members who joined AFP in November, 2010, December, 2010 and January, 2011. A special welcome breakfast for new members is in the works, invitations will be mailed shortly.

- Jayn Lauren Bailey, Development Officer, Ohio Wesleyan University
- Tom Barry, Chief Development Officer, Capital Area Humane Society
- Debbie Beyer, Consultant, Phoenix Consulting
- Kelly Budros, Director of Programs, The Women's Fund of Central Ohio
- Carolyn Caldwell, Principal, Raising Awareness, Raising Funds
- Shayna Daubert, Development Associate, Dave Thomas Foundation for Adoption
- Nichole Dunn, President & CEO, The Women's Fund of Central Ohio
- M. Vanessa Eubanks, Program Director, Ohio Empowerment Coalition
- Lucy Godman, Director of Development, Columbus Symphony
- Anna Heintzelman, Development Coordinator, Children's Hunger Alliance
- Jim Hess, Development Officer, Ohio Wesleyan University
- Robyn Sweet Hoffman, Grants Dev. Specialist, The Ohio State University at Newark
- Debra Kay Huff, Director of Community Relations, Rosemont Center
- Lisa Jolley, Dir. of Donor Services & Development, The Columbus Foundation
- Stan T. Ling, Special Assistant to the President, MTSO
- Nicole Papa Odegaard, VP of Resource Development, Columbus Housing Partnership
- Kindra Lynn Purtee, Events Manager, National Hemophilia Foundation
- Tom Roan, Executive Director of Gift Planning, Methodist ElderCare Services
- Dawn Marie Robinson, Director of Operations, Cramer & Associates, Inc.
- Bryan Shelton, Assist. Dir., Financial Development, American Red Cross
- Morgan Wade, Columbus Housing Partnership
- Terry White, Marketing Coordinator, Fountain of Hope
- John Wilburn, Owner, VIP Casino Events
- Lauren Wood, Dir. of Marketing & Development, Columbus Montessori Education Center