



Please join us for AFP's annual Symposium on Fundraising!

"What's Age Got To Do With It? Fundraising Tools, Tactics and Strategies for Engaging Everyone"

Hosted by the Association of Fundraising Professionals
Santa Barbara/Ventura Counties Chapter

Wednesday, June 29th, 2011 - 8:30 a.m. to 3:00 p.m.
California Lutheran University ~ Oxnard Campus

Featuring Keynote Speakers

Kay Sprinkel Grace - internationally-recognized trainer and consultant on fund development, organizational management and leadership

Derrick Feldmann - a leading expert on millennial and online engagement for organizations

We will be bringing these two fabulous trainers to our community to guide us as we explore ways to engage new donors and use new media without losing the donors or donor engagement tools that have worked for us all these years.

For more information, please visit

<http://www.afpsbv.org/events/annual-symposium.php>



Kay Sprinkel Grace

Kay Sprinkel Grace is a San Francisco-based organizational consultant, providing workshops and consultation to local, regional, national and international organizations in strategic planning, case and board development, staff development, and other issues related to leadership of the fund raising process.

Since March, 2004, she has been principal external consultant to the Corporation for Public Broadcasting's Major Giving Initiative. Her other recent clients include California Academy of

Sciences; San Francisco Museum of Modern Art; Los Angeles Philharmonic Orchestra; and Lucile Packard Foundation for Children's Health.

She speaks nationally at a variety of conferences, and was honored as "Outstanding Fund Raising Executive" by the Golden Gate Chapter of the National Society of Fund Raising Executives (now AFP) in 1992.

She is the author of five books. *Beyond Fund Raising: New Strategies for Nonprofit Innovation and Investment* (2nd edition, 2005); *High Impact Philanthropy: How Donors, Boards, and Nonprofit Organizations Can Transform Communities*, 2001); *Over Goal! What You Must Know to Excel at Fundraising Today* (2nd edition, 2006); *The Ultimate Board Member's Book* (2003); *Fundraising Mistakes That Bedevil All Boards* (2004); and of the booklet, *The Board's Role in Setting and Advancing the Mission* (2003).

She is a regular columnist for the bi-monthly publication, *Contributions* and has contributed chapters to several books. Her new book on "AAA Boards" will be published in 2007 by Emerson & Church.

As CEO of Achieve, Derrick provides overall strategic direction for the work of the firm, clients, and partners. He is a regular contributor to nonprofit trade publications and speaker on fundraising, nonprofit management, and strategy for organizations.



Derrick Feldmann

Prior to founding Achieve, Derrick was responsible

for all major development programs at The LEAGUE and Learning to Give organization. His responsibilities beyond fundraising included program expansion, external partnerships, and sponsorship programs where he led efforts to expand the program offerings in 4 new markets, negotiated in-kind TV campaigns at a value of more than \$1 million, and increased fundraising by 200%.

Derrick is a graduate of Southeast Missouri State University and holds a Master's Degree in Philanthropic Studies from Indiana University's Center on Philanthropy.

Derrick currently serves on the Association of Fundraising Professionals International Youth Philanthropy Task Force and the Indiana Achievement Awards Advisory Board.



Message from the President



Our AFP Santa Barbara/Ventura Counties Chapter ended 2010 in a sound financial position. Our annual operating

Michelle Jacobson budget is approximately \$50,000. Thanks to generous sponsorship support of our two signature events— Symposium on Fundraising and National Philanthropy Day— and significant decreases in expenses, the Chapter realized a little over \$9,000 in revenue over expenses.

At the Chapter Annual Retreat, the Board of Directors passed a landmark motion to invest in the future of our membership. Specifically, the motion set up the means to fund membership growth and development programs by allocating 25% of net revenue over expenses to a new Membership Development Committee. By allocating a percentage of net revenue, and not a specific dollar amount, there is no risk that the chapter is bound to fund extra programming in years that don't realize net revenue.

In the next few months, the new Membership Development Committee will create and implement programs and events designed to recruit new members and retain existing members to our Chapter. While we prepare these new initiatives for roll-out, I would like to remind you of the value of AFP membership, whether you are a long-time member, contemplating your annual renewal, or considering membership.

Top Ten Reasons for joining the Association of Fundraising Professionals

- 1. Proclaim your professionalism.**
Adding your name to the ranks of over 30,000 fundraising professionals declares your pride in the profession you have chosen.
- 2. Advertise your integrity.**
AFP has a reputation for upholding high standards. Since every AFP member signs his/her adherence to the Standards every year, you align yourself with like-minded practitioners of ethical fundraising.
- 3. Advance your career.**
AFP members enjoy educational opportunities designed to increase knowledge and keep up with the newest trends in fundraising, both on the international and local levels.
- 4. Further your cause.**
The more that you learn about the latest methods in fundraising, the better equipped you are to further the cause of the organization you represent.
- 5. Network with others who do what you do.**
Making connections is an important part of fundraising for the cause you represent. Meet others who can help you make those connections.
- 6. Advocate for your profession.**
Serious-minded professionals know that serving the profession means responding to calls for action from those who represent the profession. AFP has an active program that monitors trends in education, regulation, and practice standards and periodically advises members on required action.
- 7. Serve your profession.**
Opportunities abound for individuals to serve on international and local committees that work on a variety of issues from building the core body of fundraising knowledge to building the public trust in the philanthropic process.
- 8. Don't reinvent the wheel – use available resources.**
AFP's online Resource Center can provide you with the resources you need to do your job well. AFP staff can assist you in many areas ranging from how-to materials to samples of materials developed by other fundraising professionals that will fit your needs.
- 9. Play a part in elevating the status of the fundraising profession.**
Your membership in AFP and your dedication to the ethical principles that guide the fundraising process elevates the entire profession.
- 10. Do it for YOURSELF!**
It's all about YOU, the fundraising professional. AFP's educational, networking, and career planning programs will take you where you want to go!

Welcome New AFP Chapter Members

The Santa Barbara/Ventura Counties Chapter of AFP is delighted to welcome the following New Members!!!

Wendy Brenner
Carol Brown
Christina Fritsch
Robin Godfrey
Lori Goodman
Heather Hanna

Greg Hayward
Tiffani Hill
Elisabeth Leader
Julia McCornack
Michelle McGhee
Marisa Pasquini

Niki Chopra Richardson
Karen Stewart
Debbie Williams



AFP Santa Barbara/Ventura Counties members take the Windy City by storm for the AFP International Conference

by Lora Barker

The 48th AFP International Conference on Fundraising was held on March 20-22 in Chicago. This year's overall theme was 'what is your story' and how telling your story can help with your fundraising efforts. Attendees were offered many different education sessions for all levels of fundraisers, from general and Beginners to the most Advanced Fundraiser. This year's keynote speakers included Blake Mycoskie, and his inspirational story behind his company TOMS; Queen Latifah, who spoke about how fundraising and philanthropy has impacted her life; and finally, the conference ended with a powerful address by President Bill Clinton, who covered not only fundraising and philanthropy both in America and around the world, but also economic and environmental issues we face today. One new feature that was offered this year was the ability to create and access your personal conference schedule from any smart phone. For a first time conference



From left to right: Sheri Broedlow, Jon Bishop, Geoff Green, Lora Barker, Lucille Boss, Elaine Mah Best, Rebecca Anderson and Matt Craffey enjoy a slice of classic Chicago style pizza at Pizzeria Uno while in Chicago for the AFP International Conference

attendee, I found the whole experience to be extremely beneficial and fun! Several members of the Santa Barbara/Ventura Counties attended – and happily share their experiences: “This was my first AFP International Conference and it definitely won't be my last! The speakers were inspirational and informative. Having the opportunity to “talk shop” with my counterparts from around the world as well as to get to know new friends in the local fundraising community was just

amazing. I walked away from the experience with incredible new ideas and renewed energy. I highly recommend this to every AFP member.” – Elaine Mah Best, Santa Barbara Zoo
“I think the track that I got the most out of was “Fundraising for Introverts”. It was helpful in learning how to encourage the strengths of the fundraisers I work with who are introverts, as well as recognizing my own strengths.” – Matt Craffey, California Lutheran University

Welcome SBV Chapter's 'newest' member:



Beth Dolinsek Skidmore, VP Communications Chair, and her husband welcomed their son, William Jessup Skidmore V, on April 12th.

Baby Liam and Mama are doing great! Congrats Beth and Will!!

Baby Liam was born on April 12, 2011 to proud parents Will and Beth Skidmore





Support AFP's Every Member Campaign!

Each year, AFP accepts donations to its Every Member Campaign. The campaign not only raises money to help the International AFP Foundation promote philanthropy, but our local chapter receives direct benefits as well. If the chapter meets its Every Member goal (\$3,500), 25% of the total raised is returned directly to the chapter to support our local programming, scholarships, and discounted memberships.

Thank you for considering a gift to AFP Foundation for Philanthropy.

We appreciate the support received from our members, friends and partners.

Ways to Give:

Online. At www.afpnet.org

Mail. Complete and print an Every Member Campaign pledge form from www.afpnet.org and mail to AFP Foundation, 4300 Wilson Blvd., Suite 300, Arlington, VA 22203-4168, or fax to 703-683-0735.

For more information, contact

Monica Intaglietta at mintaglietta@calm4kids.org or 805.965.2376

2011 Board of Directors Association of Fundraising Professionals Santa Barbara / Ventura Counties Chapter

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805-650-7112



2011 Calendar

AFP Luncheons
(11:30-1:30 p.m.)

\$30 members, \$40 non-members
RSVP to Lucille Boss,

Registrar at afpsbvreg@gmail.com
or call 805-617-7855

SANTA BARBARA meetings held at
Fess Parker's DoubleTree Resort
633 E. Cabrillo Blvd.

Ventura meetings are held at the
Ventura Beach Marriott
2055 East Harbor Blvd

Symposium on Fundraising
Wednesday, June 29, 2011
8:30 a.m. to 3:00 p.m.

California Lutheran University
Oxnard Campus

Program Luncheon
September 14, 2011 ~ Santa Barbara

Program Luncheon
October 12, 2011 ~ Ventura

National Philanthropy Day
November ~ Santa Barbara

Holiday Meeting
December 7, 2011
Montecito Country Club



**ASSOCIATION OF
FUNDRAISING PROFESSIONALS**

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