

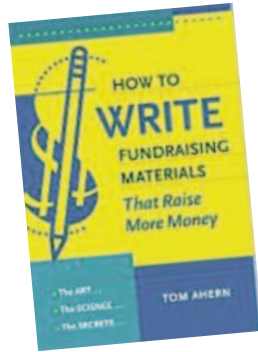
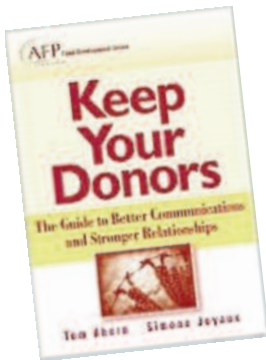


WHAT GIVES?

A Publication of the Permian Basin Chapter of Association of Fundraising Professionals

Summer 2010

Volume 13, Number 1



Tom Ahern, author of four books on fund raising, will speak to local AFP members on September 28.

Workshop Focus: Communicating to Donors

We write. We audit. We train.

With those three simple statements **Tom Ahern** summarizes the mission of his organization, Ahern Communications, based in Rhode Island and France. Ahern will share a sample of his trainings this year at the Permian Basin AFP Fundraising Workshop. As in previous years, it is being co-hosted with the Nonprofit Management Center of the Permian Basin. The event will be held September 28 from 8:30 a.m. to 5 p.m. at the Atmos Energy Building, Midland International Airport. The award-winning author and fund raising expert will focus his workshop on donor communications.

The sessions scheduled for September 28 are:

Morning: *Love Thy Reader*

Lunch: *Fundraising in Challenging Times*

Afternoon: *Your Donor Communications, Bless Their Hearts: Are They Any Good?*

The author of four books, he has earned awards for his magazine articles. His clients include **Save the Children**, as well as hospitals, universities, foundations and local charities. He has an MA and BA in English from Brown University.

Among the books he has authored are: "Keep Your Donors" and "How to Write Fundraising Materials That Raise More Money." Ahern was among the more popular presenters at the 2010 AFP International Conference on Fundraising in Baltimore. His session, Fabulous Case Statements Made Easy, earned a rating of 6.46 out of 7, according to his website, www.aherncomm.com.

Plan now to join your peers to learn how to more effectively assess our written product and its appeal to donors. Registration will be sent to AFP Members and Center Partners in early September.

Add to
Calendar
App...



JULY

No Program

AUGUST 25

*"Answers and Solutions for
Your Direct Mail
Challenges"*

Paul Fulham, CFRE

President, Zachry Associates

SEPTEMBER 28

Fundraisers Workshop

Tom Ahern

Host: Nonprofit Management
Center of the Permian Basin

OCTOBER 27

"Fired Up Fundraising"

Gail Perry, MBA, CFRE

NOVEMBER 14-15

CFRE Review Course

Contact: Monique Waggoner
570-7971

*All monthly meetings are
11:30 a.m. to 1 p.m.
Atmos Energy Building
Midland International Airport
For reservations, contact
Tracy Bush, 520-0075
tracy@bynumschool.org*

Attracted by the professional attitude of the members and the organization's mission to educate while emphasizing strong ethics, nine people involved in Permian Basin fund raising organizations have joined the local chapter.

Chapter Adds Nine Members

Permian Basin Chapter of AFP has nine new members who have joined since January, 2010. These new members include:

VALERIE ACOSTA, Finance Director, Buffalo Trail Council, Boy Scouts of America. Valerie has been with the Boy Scouts of America for nine years. She and her husband Paul, who is an agency director for Casa de Amigos, moved to Midland in March of this year. Valerie is most interested in the education and networking opportunities through AFP.

AMY Z. BRACKEN, Investment Manager, Wells Fargo, Private Client Services. Amy has been in Midland for 15 years and with Wells Fargo for eight years. Her interest in fund raising is spurred by her service on several nonprofit boards, including Boys & Girls Club of Midland, Bynum School, and Hospice of Midland.

PATCI LEWIS, Resource Development Director, Big Brothers Big Sisters of Midland. With BBBS for 15 years, Patci started as a case manager and moved into fundraising and marketing. She enjoys the community networking and the collaboration opportunities provided by membership in AFP.

CHRISTINE MATTA, Development Assistant, Odessa College Resource Development. Christine is new to the fund raising profession, having worked for three years in the Odessa College Resource Development office and with the OC Foundation. Christine earned a Bachelor of Science in Business Management from the University of Phoenix and will complete her M.A. in Educational Leadership at UTPB in July.

JO ANN MCCOMACK, Campaign Coordinator, United Way of Odessa. Before joining United Way in 2009 as a Loaned Executive, Jo Ann had a career in administration at several Christian schools. Except for an 8-year period when she and her husband lived in Marble Falls, Jo Ann has lived in Odessa all her life, and enjoys her work at UW because it keeps her in touch with the community that she knows so well.

DAWN PARNELL, Executive Director, Communities in Schools. Dawn joined AFP in January, soon after she became the E.D. of Communities in Schools. Prior to joining CIS, Dawn was the Executive Director of the Education Foundation in Killeen.

CECILIE PFLUGER, Resource Development Director, United Way of Midland. Cecilie became the Resource Development Director in December, 2009, after serving as a Loaned Executive that year. Cecilie has a degree from the University of Texas in Public Relations and Graphic Design.

BRITNEY WANER, Director, Financial Development, American Red Cross of Southwest Texas. Britney has been with the Red Cross for two years. She is a native Odessan, and she knows about philanthropy from both the fund raising and the grant-making sides, since she was a member of Students in Philanthropy at both Odessa College and UTPB. Britney and her fiancé, Stewart Mann, will be married on July 17.

COURTNEY WARDLAW, Executive Director Resource Development, Odessa College. Courtney feels the networking and training offered through AFP is invaluable. She has been in the fund raising and grant writing profession for more than seven years and has been with OC for five years. Courtney holds a B.S. in Business Administration in Accounting and an MBA. As a dedicated life-long learner, Courtney plans to earn a CFRE.

Get 'Fired Up' About Upcoming Speakers

August 25: Paul Fulham, CFRE, President of Zachry Associates
"Answers and Solutions for Your Direct Mail Challenges"

Zachry Associates has more than three decades of experience in delivering high-performance communications services. Founded in 1970, Zachry has developed a strong track record of results for clients in a wide range of sectors, including banking and finance, charitable giving, grocery and food retailing, health care, high education.

October 27: Gail Perry, MBA, CFRE
"Fired Up Fundraising"

Gail Perry, MBA, CFRE, is a leader in a new breed of fundraisers. She is the best-selling author of "Fired-Up Fundraising: Turn Board Passion into Action" (Wiley 2007). Her Passion-Driven Fundraising approach, developed over the past 22 years as a non-profit philanthropy expert, has helped organizations raise hundreds of millions in gifts and support.



Gail Perry

NPD Speaker:

Connecting Generations

From his early career as a volunteer to his recent work as a college professor, **Peter Brinckerhoff** knows the ins and outs of the nonprofit world. As guest speaker for the Permian Basin AFP's National Philanthropy Day celebration, he will share his ideas on fundraising and connecting the generations.



NPD will be celebrated Thursday, November 4, at Midland Country Club. Brinckerhoff will focus his morning's presentation on "Mission-Based Fundraising" and the afternoon on "Generations Connection."

He was a former VISTA volunteer who later worked on staff and as executive director of two regional not-for-profits and then served on numerous nonprofit boards. He understands the not-for-profits from several aspects. He also has taught graduate classes in nonprofit management at Boston University, University of Colorado, University of Illinois and

Vanderbilt University. Today he heads up Corporate Alternatives, Inc.

Brinckerhoff is an award-winning author, with eight books and two workbooks in print, and over 60 articles published in the not-for-profit press. Three of his books, "Mission-Based Management," "Financial Empowerment" and his newest, "Generations, The Challenge of a Lifetime for Your Nonprofit," won the prestigious Terry McAdam Award from the Alliance for Nonprofit Management. The award is given for "The Best New Nonprofit Book" each year. He is the only author to win the award multiple times. Peter's books are used as texts in courses at the undergraduate and graduate nonprofit management programs in over 100 colleges and universities worldwide.

On his website, www.missionbased.com, Brinckerhoff writes: *"If adversity is the mother of invention, then this recession has birthed a lot of innovation babies in the world of nonprofit marketing. From new ways to reach out, to new strategies for keeping in touch with existing supporters, to new tools in outcome measures and telling your mission story, nonprofits have really been motivated to do some cool things in the past 18 months. I hope that they don't go back to the old ways when things get better."*

Peter is also a highly acclaimed speaker and lecturer, presenting his ideas on how to make not-for-profits more effective to dozens of audiences across the United States as well as overseas each year.

Watch for details about this event in the fall!

Check out our Permian Basin Chapter AFP Web site:

afppermianbasin.org

If you have an event you would like to post on the AFP's website calendar please e-mail trish@recordinglibrary.org



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