



The Nonprofit Prophet

★ Ten Star Chapter

Volume 1, No. 4

P. O. Box 40386, Memphis, TN 38174-0386

April 2011

Monthly Luncheon

How Economic Impact & Public Benefits Analysis can be used to Benefit Your Fundraising Efforts



Speaker Dr. Sharon Younger will talk with us about economic impact analysis & public benefits analysis - and how non-profits can use this information strategically in communication with donors & the public.

Dr. Younger is President and founder of Younger Associates, a market research and strategic communications firm. Younger Associates has conducted hundreds of economic impact studies across the United States over the past 19 years. The firm's methodology is recognized by, and utilized in, courses at the Economic Development Institute of the International Economic Development Council. Some of her local clients have included the Memphis Grizzlies, St. Jude Children's Research Hospital, Tennessee Department of Transportation, Shelby County Industrial Development Board, and Memphis Regional Chamber of Commerce. Projects have included economic impact analysis of FedEx, the Mississippi River corridor, and Northwest Airlines.

CBU, Thomas Center, 11:30am - 1:00pm

To register for the April 7th luncheon, please visit www.afpmemphis.org.

Paying by credit card (VISA, Mastercard & AmEx) is not only welcome but preferred!

We can only accept cash or checks at the door and we no longer send invoices.

REMEMBER to make your luncheon reservation no later than noon Tuesday (4/5).

Cancellations, when necessary, should be made as early as possible to avoid being invoiced for the unused reservation.

Members \$15

Non-members \$25



The Nonprofit Prophet

★ Ten Star Chapter

Welcome New Members!

Jennifer Kliman

Liaison – National Direct Market
ALSAC/St. Jude Children’s Research Hospital

Rosalyn Twillie

Business Analyst
ALSAC/St. Jude Children’s Research Hospital

Thank You For Your AFP Membership Renewal!

Kavanaugh Casey

Le Bonheur Foundation

Bryce Haugsdahl

United Way of the Mid-South

Lisa Hume

Women’s Fnd for a Greater Memphis

Cynthia J. Magallon

Alfred D. Mason YMCA

Linda Jackson McNeil

BRIDGES

Brenda Pearson

Christian Brothers University

Claire Prince

National Foundation for Transplants

Andrew Prislowsky

Christian Brothers University

Missy Rainer

Girl Scouts Heart of the South

Tona Jackson Simpson

Ducks Unlimited

Molly Wexler

Memphis Jewish Federation

Congratulations AFP Memphis Chapter!

Ten Star AFP Chapter Award

The Ten Star AFP Chapter Award is given to those chapters with outstanding achievements and dedication to increasing professionalism within fundraising and public awareness of philanthropy. This award must be earned each year by completing certain requirements as identified by AFP International. We are pleased that AFP Memphis has won this award again in 2010.

Friends of Diversity Designation

AFP Memphis will receive the Friends of Diversity Designation for 2010. This will be officially announced at the Chapter Presidents’ Council Meeting during the AFP International Conference in Chicago, IL on March 20th. The Friends of Diversity designation indicates that our chapter serves as a model for all chapters to emulate in accomplishing diversity related goals set forth by AFP and our chapter leadership.

AFP will award an AFP membership scholarship each year to a diverse organization. This year the recipient of the scholarship was Susan Mills with Goodwill Homes. This scholarship will be awarded on an annual basis to a member of a diverse organization.

Thank You!

Our appreciation to Meritan and CBU for allowing us the use of their facilities for our meetings in March.

•

Thank you Methodist, MERI, and an anonymous donor for providing door prizes at our March meeting.



20 Questions with Leigh Hersey

Each newsletter we like to get to know one of our members a little better through a series of 20 questions. This month, Leigh Hersey shares a few details on both a personal and professional level.

1. Full name (people know you as)? Leigh Nanney Hersey
2. Date & place of birth? 1971; South Hill, VA
3. How long have you lived in the area? about 18 months
4. Occupation? Assistant Professor at the University of Memphis in the Division of Public and Nonprofit Administration
5. Who was your most influential role model? Judy Heasley, former Senior Development Officer at Arizona State University
6. Favorite place to go, favorite trip, hike, etc.? Topsail Island, NC
7. Favorite local business? Breakaway Running
8. Favorite food? Chocolate
9. Favorite book? *To Kill a Mockingbird*
10. Favorite movie? Rear Window (all my favs - Alfred Hitchcock, Jimmy Stewart and Grace Kelly)
11. What do you waste your money on? Clothes
12. What is the craziest & most adventurous thing you have done? Drove from Philadelphia to Phoenix - just me and my cat - to start my unpaid internship, not having a place to live or any income.
13. What is your fondest memory? Spending Labor Day weekend at my Aunt and Uncle's place on the Chesapeake Bay.
14. If you could change one thing about Memphis what would it be? More sunny days
15. What do you think makes Memphis a good place to live? The people - friendly and welcoming
16. Tell me about one hidden Memphis treasure others should know about? Stax Museum is very underrated
17. What do you do to de-stress? Take a walk
18. If you were to try any other profession for one day, what would it be? A veterinarian
19. What is one fundraising best practice you can share with AFP membership? Don't be afraid of government funding - a diverse funding base can be beneficial.
20. Complete this sentence: Leigh Hersey is: glad to be in Memphis.



The Nonprofit Prophet

★ Ten Star Chapter

Calendar of Nonprofit Events

AFP posts these events as a service to its members and is not responsible for the accuracy of the information provided. Send relevant information about nonprofit events in the format below to jstrain@campbell-foundation.org

Y-CAP Rummage Sale 4.2.2011



Donate.Shop.
Feel Good!!

Donate items today, support Y-CAP and make a difference! Get your spring cleaning done and support under-served at-risk youth and their families. Drop off your donated items by April 1st at Poplar Plaza Shopping Center. (Intersection of Poplar Avenue and Highland) Y-CAP Rummage Sale Suite is located between Kroger and Plaza Cleaners.

Y-CAP is accepting items such as: furniture, electronics, clothing on hangers, shoes, household items, books, toys, DVDs/VHS, tools, sports equipment, baby items, etc. All donations are tax deductible!

For more information, please visit the Rummage Sale website at www.ycaprummagesale.com or email kcrim@ymcamemphis.org.



VolunteerMid-South
HANDS ON NETWORK

Volunteer Mid-South 35th Annual Spirit of Giving Volunteer Recognition Lunch

Friday, April 15. University of Memphis Holiday Inn
Reservations required

For more information or to purchase tickets visit
www.volunteermidsouth.org

Save The Date!

AFP Memphis 2011 Annual Conference – “The Changing Face of Philanthropy”

Thursday, August 4, 2011
Holiday Inn - University of Memphis

For more information, please contact Alisa Smallwood
alisa@smallwoodconsulting.net



The Nonprofit Prophet

★ Ten Star Chapter

Join us for our Thursday, May 19th WEB/AUDIOCONFERENCE!

Developing a Planned Giving Marketing Plan

Presenter: Timothy Logan, ACFRE

Developing a Planned Giving Marketing Plan – Develop an integrated planned giving marketing plan to help you increase gift income and improve overall program performance.

12 noon to 1:30 p.m. – University of Memphis Alumni Center – 635 Normal Street
Please arrive by 11:50 a.m. and feel free to bring your lunch!

Free to AFP Members; \$10 for Non-Members

Register here: www.afpmemphis.org

Also, mark your calendar for our Wednesday, June 1st WEB/AUDIOCONFERENCE.

12 noon to 1:30 p.m. – U of M Alumni Center

2011 Crystal Awards Nominations

It is not too early to start thinking about prospective nominees for the different categories of Crystal Awards. Nominations deadline is May 31st. Crystal Awards is scheduled for November 29th, 2011. If you have any questions, please contact Missy Rainer, missy.rainer@girlscoutshs.org.

Nonprofit Job Bank

See the newest job postings at www.afpmemphis.org. If you have a job opening and would like help getting the word out, consider using the AFP website to post your position.

Door Prizes Needed!

If your organization would like to donate a door prize for our monthly luncheon, please contact Laura Terry at Lterry@memphiscac.org

Newsletter Information

In order to get the newsletter out on time, information needs to be sent to the editor no later than the 15th of the previous month. Please send your information, including events for the calendar, to Jennifer Strain at jstrain@campbell-foundation.org. Please help the editor and send calendar events in the correct format.

Thanks!