



The Nonprofit Prophet

★ Ten Star Chapter

Volume 12, No. 8

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

August 2010



A 25th Birthday Celebration:
Look How Far We've Come!

In 1985 we were . . .

- Watching *Back to The Future*
- Dressing like Crocket & Tubbs
- Singing "We Are the World" and
- **Just getting started on developing professional fundraisers in Memphis!**

2010 Annual Conference

Thursday, August 5, 2010

Holiday Inn at The University of Memphis

Current AFP Members \$99

Non-members \$119

Register now at www.afpmemphis.org

A learning and networking opportunity for fundraisers, volunteers, communications/PR staff, executive directors, and board members.

Choose between Planned Giving and General Fundraising Tracks, or new for this year, a Seasoned Professional session for those with 5+ years of experience with special pricing. See the full conference brochure for all the details at the end of this newsletter.

2010 AFP Memphis "Add a Candle to Our Cake!" Membership Campaign

Have YOU made even one contact with someone who might be a potential member of our Ten Star Chapter?

Please consider your colleagues in the area and make the ask (you already know how to do that!). New members you recruit make you eligible for the exciting "Downtown Delight" Package that will be presented to some lucky chapter member at the Sept. 2nd BIRTHDAY BASH LUNCHEON!



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Thanks!

Our appreciation to Christian Brothers University and to Meritan for allowing us the use of their facilities for our luncheon and board meetings in July.

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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.

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Welcome New Members!

Renee Brame
Grant Writer
Opera Memphis

Craig Locke
Development Director
United Housing, Inc.

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Thank You Door Prize Donors!

Thank you to the following organizations who donated the door prizes for our July meeting: Memphis Jewish Home and Rehabilitation Center, Methodist Healthcare Foundation, The Orpheum Theater, St. Jude, and AFP Memphis Chapter. If your organization would like to donate a door prize, please contact Carol Kirby at ckirby@campbell-foundation.org.

Celebrate!

25th Birthday!



Special Speakers!

Party!

AFP Memphis Birthday Bash Luncheon Thursday, September 2nd

Mark your calendars for what promises to be one of our most exciting luncheons as we celebrate our 25th birthday! Special speakers will be announced in the next newsletter, so watch for details.

Thank You For Your AFP Membership Renewal!

Karen Dunn
The Baddour Center

Deborah Hester Harrison
Girls Incorporated of Memphis

Brier Turner
Fire Museum of Memphis



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20 Questions with Lisa Hume

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

1. Full name (people know you as)? Lisa Hume
2. Date & place of birth? May 12, 1974, Memphis Tennessee
3. How long have you lived in the area? 25 years. I moved away for 10 years in the late 90's but am glad to be home.
4. Occupation? Development Director at the Women's Foundation for a Greater Memphis
5. Who was your most influential role model? Dr. Jane Walters, my high-school principal, she was a trail-blazer in the field of education and women's leadership. She exudes quiet, unapologetic power.
6. Favorite place to go, favorite trip, hike, etc.? Every year I go to the Sunflower Blues and Gospel Festival in Clarksdale, Mississippi.
7. Favorite local business? I love local restaurants and try not to patronize franchises. \$.34 of every dollar spent at a locally owned business goes back into our community.
8. Favorite food? Today it's Lemongrass Tofu from Pho Hoa Binh.
9. Favorite book? *Geek Love* by Katherine Dunn.
10. Favorite movie? Fiction – "Lost in Translation". Non-Fiction – "The Motorcycle Diaries".
11. What do you waste your money on? Books, music and films. But if I love it – how can it really be wasteful?
12. What is the craziest & most adventurous thing you have done? Swam *underwater* with false killer whales off an island in the Philippines.
13. What is your fondest memory? Tuesday nights at my Uncle Joe's garage (Hatley's garage on Madison Ave & Auburndale). After closing time, musicians from Memphis and Mississippi played music until way past my bedtime. By the time I was 7 years old, I could find E7 on a guitar and open a glass bottle of coke.
14. If you could change one thing about Memphis what would it be? The humidity and lack of mass transit.
15. What do you think makes Memphis a good place to live? The Resiliency of Memphians. Memphians continually prove how strong grassroots organizations and associations can be when they unite for a common good.
16. Tell me about one hidden Memphis treasure others should know about? The Old Forest in Overton Park. Hiking and Biking trails are beautiful.
17. What do you do to de-stress? Yoga and Dancing.
18. If you were to try any other profession for one day, what would it be? Veterinarian
19. What is one fundraising best practice you can share with AFP membership? Always use a relational versus transactional approach. I ask tons of questions when meeting potential donors so I understand what they are passionate about. This allows me to invest their gift in a way that is meaningful to them.
20. Complete this sentence: Lisa Hume is hopeful that every day can be significant.



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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 jashner@memphisjewishhome.org.

August 2010

- 5 - AFP Memphis Chapter, Professional Development Conference, Holiday Inn at University of Memphis. Keynote Speakers: Colleen Oliver from the Bill & Melinda Gates Foundation and Kenya Bradshaw from Stand for Children
- 24 - Methodist Healthcare Foundation Living Awards Benefit, Peabody Hotel, 6:30 PM
- 28 - Meritan, 11th Annual Midnight Classic Bike Tour and Lunar Festival, Poplar Plaza Shopping Center, Poplar & Highland, 10:00PM - 3:00AM

September 2010

- 2 - AFP Memphis Chapter, Birthday Celebration Luncheon Meeting with special guest speaker, Rabbi Micah Greenstein, 11:30 AM, Watch for your special invitation!
- 9 - AFP Memphis Audio/Web Conference, “Great Gifts, Great Expectations: Major Gift Fundraising in the New Economy”, 12:00PM - 1:30PM
- 20 - Memphis Jewish Home and Rehabilitation Center 18th Annual Golf Tournament, Ridgeway Country Club, 11:30 AM
- 21-26 - YMCA of Memphis & the Mid-South’s 2010 Corporate Games at various locations throughout the community. Events include: 3 on 3 basketball tournament, volleyball, dodgeball, kickball, indoor mini-triathlon and field day games.
- 23 - AFP Memphis Audio/Web Conference, “Power Shift: Secrets to Success in the Digital Donor –Centric World”, 12:00PM - 1:30PM

October 2010

- 4 - YMCA Golf Classic, Mirimichi Golf Course
- 27 - AFP Memphis Audio/Web Conference, “AFP Think Tank: Ethics in Fundraising”, 12:00PM - 1:30PM

Newsletter information

In order to get the newsletter out on time, information needs to be sent to the editor by the 15th of the previous month. Please send your information, including events for the calendar, to Joel Ashner at jashner@memphisjewishhome.org. Please help the editor and send calendar events in the correct format. Thanks!



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2010 Annual Conference

Thursday, August 5, 2010

**Holiday Inn at The University of Memphis
3700 Central Avenue**

Keynote Presenters:

Colleen Oliver, Bill and Melinda Gates Foundation
Kenya Bradshaw, Stand for Children
and a representative from Memphis City Schools

Current AFP Members \$99

Non-members \$119

<http://www.afpmemphis.org>

A learning and networking opportunity for fundraisers, volunteers, communications/PR staff, executive directors, and board members.

AGENDA

8:00 – 8:30 a.m.

Registration and Continental Breakfast

8:30 – 9:00 a.m.

Opening Plenary

AFP's 25th Birthday Celebration: Look How Far We've Come!

Dee Flood, AFP President

Dan Murrell, Past President

9:15 – 11:30 a.m.

Seasoned Professionals Session: Transparency in the New Economy

(for professionals with 5+ years of experience)

Philip Converse

Principal, The Converse Group

9:15 – 10:15 a.m.

Concurrent Workshops

Planned Giving: Starting a Program

Jill Pranger, ACFRE

President

Pranger Philanthropic

Creating a World Class Fundraising Board

Alisa Smallwood, CFRE

President

Smallwood Consulting

10:30 – 11:30 a.m.

Concurrent Workshops

Planned Giving: Marketing Your Program

Jill Pranger, ACFRE

President

Pranger Philanthropic

Can Government Funding Help Your Fundraising?

Leigh Nanney Hersey, PhD

Asst. Professor, Public & Nonprofit Administration

The University of Memphis

11:45 – 1:30 p.m.

Lunch and Keynote Presentation

The Teacher Effectiveness Initiative: An Intensive Partnership Model

Colleen Oliver, Senior Program Officer – US Program, Education, Bill and Melinda Gates Foundation

Kenya Bradshaw, Memphis Director, Stand for Children

and a representative from Memphis City Schools

1:45 – 2:45 p.m.

Concurrent Workshops

Planned Giving: How to Talk to Donors

Dan Murrell, CFRE

Director of Planned Giving

The University of Memphis

Making the Ask

Jenna Goodloe Wade

Vice President for Development

Rhodes College

3:00 – 4:15 p.m.

Closing Plenary

A Discussion with Donors: Getting their Perspective on Giving and Volunteering

O. Lee Wakeman

Ellen Cooper Klyce

Michael Chalmers

TO REGISTER

Option 1: Register online with a credit card at <http://www.afpmemphis.org>

Option 2: Complete this form and return it with your check to:
AFP Memphis
P.O. Box 40386
Memphis, TN 38174

Scholarship applications are available on our website and must be received by July 15, 2010.

Names of attendees:

Organization/Company:

Address:

Registration:

Continental breakfast and keynote lunch are included with registration for the full conference and the Seasoned Professionals Session.

Members @ \$99 each	= \$ _____
Non-members @ \$119 each	= \$ _____
Seasoned Professionals Session (morning only) @ \$65 each	= \$ _____
Keynote Lunch only @ \$40 each	= \$ _____
Total amount enclosed	= \$ _____

We would like _____ vegetarian lunches.

PLEASE REGISTER BY July 30

DAY-OF REGISTRATION WILL BE VERY LIMITED & MUST BE PAID BY CHECK!

Out of town attendees:

Contact Holiday Inn at (901) 678-8200 and mention the AFP conference to receive a discount rate of \$105. Rooms at this rate are limited, so make your reservations early!

Please remember that meeting rooms are sometimes cool. Consider bringing a jacket or sweater.

Questions? Call Wesley Tomlinson at (901) 722-0036.

P.O. Box 40386
Memphis, TN 38174



The Memphis Chapter of the Association of Fundraising Professionals

- Provides educational and recognition opportunities for those in the fundraising profession.
- Holds monthly lunch meetings the first Thursday of each month. Cost is \$15/members and \$25/ non-members.
- Presents the annual Crystal Awards honoring Youth in Philanthropy, philanthropists, corporations, organizations, foundations and volunteer and professional fundraisers.
- Offers development professionals and others in the nonprofit field an opportunity to network with colleagues, learn from others and share information.
- Builds public trust and confidence by members' adherence to the AFP Code of Ethics.
- Provides scholarship opportunities to the annual AFP International Conference.

For membership and other chapter information, please visit <http://www.afpmemphis.org/>

Association of Fundraising Professionals, Memphis Chapter
P.O. Box 40386 | Memphis, TN 38174 | (901) 255-1705

Special thanks to Libby Wyatt, Dan Murrell, Melissa Wolowicz, Susan Schmidt,
Amanda Kohr, Mary Braddock and Millie McPherson.

AFP MEMPHIS BOARD OF DIRECTORS

Dee Flood, Diana Kelly, Kevin Roehl, Carol Kirby, Amanda Kohr, Gail Milnor, Joel Ashner, Lisa Bell, Brenda Pearson, Laura Terry, Elise Bone, Connie Gonitzke, Kris Crim, Missy Rainer, Catherine Higdon, Bob Plunk and Wesley Tomlinson.