



The Nonprofit Prophet

Volume 12, No. 2

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

February 2010



Monthly Luncheon Thursday, February 4, 2010

Challenge Campaign for New Kroc Center

Elizabeth Duncan

Director of Development for the Salvation Army

Steve Carpenter

Director of Operations for the Kroc Center

In 2005, Memphis was selected as one of only 25 cities across the nation to receive a matching gift from the Ray and Joan Kroc Trust to build a community and recreation center. This was a once-in-a-lifetime opportunity for Memphis to earn \$60 million, if \$25 million could be raised locally. Elizabeth Duncan, Director of Development for the Salvation Army, will discuss the strategies for successfully meeting the challenge and reaching their \$25 million goal. Steve Carpenter, Director of Operations for the Kroc Center, will give an overview of the new center and what it will provide for the community.

To register for the February 4th 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 (2/2).

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

Members \$15

Non-members \$25

Save the date for our Crystal Awards Luncheon on Thursday, November 18th!



The Nonprofit Prophet

Thanks!

Our appreciation to Christian Brothers University and to the Community Foundation of Greater Memphis for their ongoing support and the use of their facilities for our luncheon and board meetings.

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.

Welcome New Members!

Sheila Ferguson
Shelby Residential & Vocational Services

Leigh Hersey
University of Memphis

Cindy Metcalf
Alzheimer's Day Services

Anna Kathryn Word
MIFA



February 25th Web/Audioconference Using Evaluation Tools to Strengthen Your Development Program

Presenter: Linda Lysakowski, ACFRE

Bridges: 477 North 5th Street, Memphis
12:00 PM to 1:30 PM, PLEASE ARRIVE BY 11:50 AM
Web/Audioconferences are free to AFP members and \$10 for non-members.

Webinar Objectives

- Develop a plan to improve the development office infrastructure
- Develop a plan to involve volunteers and board members in the development office
- Develop a plan to staff the development office

Linda Lysakowski, ACFRE is President/CEO of CAPITAL VENTURE, a full service consulting firm with offices throughout the US. Linda is one of only 81 professionals worldwide to hold the Advanced Certified Fund Raising Executive designation. In her sixteen years as a philanthropic consultant, Linda has managed capital campaigns ranging from \$250,000 to over \$30 million; helped dozens of nonprofit organizations achieve their development goals, and has trained more than 12,000 professionals in all aspects of development.

*See page 4 for a complete list of
Web/Audioconferences scheduled for 2010.*

Thank You Door Prize Donors!

Thank you to the following organizations who donated the door prizes for our January meeting: Methodist Healthcare Foundation, Campbell Clinic, Volunteer Mid-South, and Methodist Hospice. If your organization would like to donate a door prize, please contact Carol Kirby at ckirby@campbell-foundation.org.



The Nonprofit Prophet

20 Questions with Gail Milnor

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



1. Full name (people know you as)? Gail Gibson Milnor
2. Date & place of birth? 10-7-48 in Columbus, GA
3. How long have you lived in the area? 41 years
4. Occupation? Friend Raiser who happens to raise funds!
5. Who was your most influential role model? My first boss, Miriam Sams Butler, in Columbus, GA
6. Favorite place to go, favorite trip, hike, etc.? My home in Highlands, NC and visiting New Smyrna Beach, Florida
7. Favorite local business? Fresh Market
8. Favorite food? Anything spicy - Mexican, Italian, Chinese, etc.
9. Favorite book? It is usually the most recent book I've read, which happens to be *The Help* by Kathryn Stockett and *The Keepsake* by Tess Gerristen. (I've read all of her books.)
10. Favorite movie? *To Kill a Mockingbird* and *Gone with the Wind*
11. What do you waste your money on? I really don't waste money because I usually have to justify the expense, and I usually talk myself out of buying something...although I sure would like a new flat screen TV!
12. What is the craziest & most adventurous thing you have done? It would either have to be skydiving from 14,000 feet with a 60 second freefall or my scuba diving adventure in the Georgia Aquarium with the whale sharks!
13. What is your fondest memory? I'm fortunate to have many, but I would have to say hearing my first grandchild say "I love you Mimi!"
14. If you could change one thing about Memphis what would it be? It would have mountains and an ocean view – wait – that's California. I would like to see the school day extended by at least two hours – that way we could add physical education back in to cut down on obesity...teachers will have more time to teach core subjects...it will keep children off the streets and out of trouble...Education is the key to a lot of Memphis' problems....lets keep them in school longer and it ends up being a win-win situation for everyone.
15. What do you think makes Memphis a good place to live? The varied cultural activities and venues to visit...Children's Museum, Dixon, Memphis Botanic Garden, GPAC, Memphis Symphony, Opera Memphis, Pink Palace Museum, Brooks, Theatre Memphis, etc.
16. Tell me about one hidden Memphis treasure others should know about? Riverwoods State Natural Area – a new state park complete with hiking trails in and around the Wolf River in Germantown.
17. What do you do to de-stress? Play golf or tennis!
18. If you were to try any other profession for one day, what would it be? Although they say it is harder than raising dollars, I sure would like to try the other side of the table and work for a foundation that happens to be making their annual decisions on whom to give grants.
19. What is one fundraising best practice you can share with AFP membership? Believe completely in your cause. The organization and the people you serve will benefit if you can present their case with fervor.
20. Complete this sentence: Gail Milnor is grateful to AFP for all the many training opportunities and networking it has supplied for the past 20+ years!



The Nonprofit Prophet



Association of Fundraising Professionals Memphis Chapter

Educating Fundraisers in the 21st Century

2010 WEB/AUDIOCONFERENCES

•MARCH 11, 2010, THURSDAY

Selling Major Sponsors – Will give participants the tools to sell major sponsors for all types of events.

Phil Immordino

Location: Bridges

•MARCH 24, 2010, WEDNESDAY

The Innovation Impulse – How organizations are ensuring they gain and sustain competitive fundraising advantages.

Bernard Ross

Location: TBD

•APRIL 6, 2010, TUESDAY

The Truth About What Nonprofit Boards Want: Passion and Partners – Gets to the heart of what boards want and offers some practical methods for transforming your board.

June Bradham, CFRE

Location: TBD

•MAY 20, 2010, THURSDAY

The Stalled Campaign – Geared toward those whose campaigns need a turn-around and a “fix.”

Julia Walker

Location: TBD

•JUNE 9, 2010, WEDNESDAY

50 Asks in 50 Weeks: How to Jumpstart Your Small Development Office – Targets organizations with small development offices and provides clear steps to create a plan.

Amy Eisenstein, MPA, CFRE

Location: TBD

•JULY 14, 2010, WEDNESDAY

Legacy Giving Building Blocks: A Simple Approach to Attracting Long-Term Support–

Simple steps you can take to develop a strong foundation for your legacy giving program.

Caleb Rick, JD

Location: TBD

•JULY 27, 2010, TUESDAY

Developing A Planned Giving Marketing Plan– Learn how to develop an integrated planned giving marketing plan.

Timothy Logan, ACFRE

Location: TBD

•SEPTEMBER 23, 2010, THURSDAY

Power Shift: Secrets to Success in the Digital Donor –Centric World – Discusses the strategic changes required to succeed online and through multi-channel marketing strategies.

Vinay Bhagat

Location: TBD

•OCTOBER 27, 2010, WEDNESDAY

AFP Think Tank: Ethics in Fundraising
To Be Announced

Location: TBD

Web/Audioconferences will be held at 12:00 PM-1:30 PM. Bring your lunch, and plan to arrive no later than 11:50 AM. Each Web/Audioconference session offers CFRE points!



The Nonprofit Prophet

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 to jashner@memphisjewishhome.org.

January 2010

- 29 - Germantown Performing Arts Centre, Neil Berg's *101 Years of Broadway*, 8:00 PM
- 30 - Ave Maria Wine Tasting and Art Show at Assisi Adult Day Center, 2805 Charles Bryan Road, 6:00 - 8:00 PM; tickets are \$20 each; Call 405-3791 for information and to R.S.V.P.
- 31 - Germantown Performing Arts Centre, Raggs & the Kids Club Band, 2:00 PM

February 2010

- 2 - ArtsMemphis BRAVO, Fallen Angels at Theatre Memphis, 6:00 PM
- 6 - Page Robbins Adult Day Care Center Dance for the Memories Gala, 6:30 PM, The Esplanade
- 6 - Ronald McDonald House Band-A-Thon, Hard Rock Café, 9:00 PM
- 11-12 - Ronald McDonald House Radiothon, on-air (102.7 FM); begins at 6 a.m. on the 11th through 10 a.m. on the 12th
- 13 - Works of Heart Valentine Art Auction benefiting the Child Advocacy Center, at Memphis College of Art
- 14 - Germantown Performing Arts Centre, Dee Dee Bridgewater: a special Valentine's Day concert featuring the music of Billie Holiday, 7:00 PM
- 20 - Germantown Performing Arts Centre, Soweto Gospel Choir, 8:00 PM

March 2010

- 5 - Germantown Performing Arts Centre, TAO: The Martial Art of Drumming, 8:00 PM
- 6 - Germantown Performing Arts Centre, Chamber Orchestra Kremlin, 8:00 PM
- 7 - Ronald McDonald House, Oscar Night® America, Minglewood Hall, 6:00 PM - 11:00 PM
- 12 - Germantown Performing Arts Centre, Jazz at Lincoln Center Orchestra with Wynton Marsalis, 8:00 PM
- 18 - ArtsMemphis BRAVO, Frost/Nixon at Playhouse on the Square, 7:00 PM
- 26 - Germantown Performing Arts Centre, Celtic Crossroads, 8:00 PM

April 2010

- 13 - Germantown Performing Arts Centre, Academy of St. Martin in the Fields, 7:30 PM
- 22 - Germantown Performing Arts Centre, David Sedaris, 7:30 PM
- 23 - ArtsMemphis BRAVO, Culture & Cocktails with Young at Art at the Dixon Gallery & Gardens, 6:00 PM



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April 2010

- 24 - Germantown Performing Arts Centre, GPAC Annual Gala, Celebrating the Arts ... 2010 theme: "It's the Music: Classical to Jazz", 6:00 PM
- 29 - Germantown Performing Arts Centre, 13th Van Cliburn International Piano Competition Gold Medalist Recital, 7:30 PM
- 30 - ArtsMemphis ARTAFACTOR 2010, 207 East Cherry Circle, 7:00 PM

May 2010

- 2 - Germantown Performing Arts Centre, The Rat Pack is Back, 7:00 PM

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. Thanks!