



The Nonprofit Prophet

Volume 12, No. 1

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

January 2010



Monthly Luncheon
Thursday, January 7, 2010

The Word of Web:

Using social media to create online “buzz”
for fundraising and cause marketing

James Hutto, Managing Project Director,
Valeo Design & Marketing

Social media has tremendous potential for anyone involved in fundraising, because the tools allow users to spread the word using new media channels that are typically free! Word of mouth marketing is great - but the Word of Web allows a single person to reach hundreds, even thousands, of connections. We'll talk about how to understand the power of social media, the warnings that you should hear, and some specific examples of how it can be used by fund raising professionals.

James Hutto is an energetic and engaging presenter who helps groups understand how the many facets of online marketing tie together to make a business successful. James is the Managing Project Director at Valeo Design & Marketing, an Internet marketing agency specializing in comprehensive online strategies. He has helped many organizations realize top-line growth by matching business objectives with the best strategies and technologies for success. James equips his audiences with the understanding, knowledge and tools to get the most out of their websites and online communities.

To register for the January 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 (1/5).

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

Members \$15 = Non-members \$25

A message from our new President on p. 2!



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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!

Kelly Davis
Director of Development
University Initiatives
University of Memphis

Kenneth "Ziggy" Siegfried
Director of Development
Fogelman College of
Business and Economics
University of Memphis

Tina Sullivan
Development Associate
Shelby Farms Park
Conservancy



A Message from our President...

We have an exciting year ahead of us! We get to celebrate our 25th birthday and the 50th Anniversary of AFP International. (Please note we are celebrating our birthday, not anniversary. At this point of my life, anytime I get to be a part of a 25th birthday, I am going to take it!)

At the Leadership Academy this past fall, AFP International's plans were announced. The theme for the 47th International Conference, held in Baltimore, MD in April, is "Honoring Our Past, Inspiring Our Future." Your Board will be embracing this theme as we look at ways of celebrating our 25 years of service to the fundraising professionals in Memphis and surrounding areas. We will also look to how we can continue to build on our 25 years of strong service to you and how we can reach out to new members and the communities we serve.

The 2010 Board will be coming together on January 21 for an afternoon of planning and would welcome any ideas, thoughts, comments or critiques you would like to share as we make "party plans" for the coming year. You can call me at 516-1727 or email me at floodf@methodisthealth.org.

So put on your party hats as we get ready to be 25!

Dee Flood

AFP Memphis Chapter Service

It takes a lot of volunteers on the board and various committees to provide the programs and services of AFP. Think about how you can get involved in 2010!

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!



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20 Questions with Missy Rainer

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



1. Full name (people know you as)? Missy Rainer
2. Date & place of birth? May 12, 1959, Ft. Worth, TX
3. How long have you lived in the area? 49 years
4. Occupation? Fund Development Manager of Girl Scouts Heart of the South
5. Who was your most influential role model? My grandmother, Daisye Oliphant
6. Favorite place to go, favorite trip, hike, etc.? Any beach, or to Colorado, with my family
7. Favorite local business? Ciao Bella
8. Favorite food? Sushi
9. Favorite book? *Whistlin Dixie in a Nor'eastern* written by my good friend, Lisa Patton, and *From Cinderella to CEO* also written by a very dear friend, Cary Jehl Broussard
10. Favorite movie? *Barefoot in the Park*
11. What do you waste your money on? My children
12. What is the craziest & most adventurous thing you have done? Giving birth to 4 sons & 1 beautiful daughter, within a span of 12 years
13. What is your fondest memory? Going to my grandparents farm in Oxford for all of the holidays, and spending time with my very large extended family
14. If you could change one thing about Memphis what would it be? The crime, so that people feel safe again, especially, our children
15. What do you think makes Memphis a good place to live? The choices people have to make a difference
16. Tell me about one hidden Memphis treasure others should know about? The children in our community
17. What do you do to de-stress? Take a long walk
18. If you were to try any other profession for one day, what would it be? To teach
19. What is one fundraising best practice you can share with AFP membership? Cultivation...I think this is the most important aspect of fundraising. It is so important to take the time to get to know your donor base.
20. Complete this sentence: Missy Rainer is a woman who cares deeply for this community and its future.

2010 WEB/AUDIOCONFERENCES AFP Brings the Experts to You!

Our AFP Memphis chapter continues to offer informative audio conferences that can help invigorate your professional skills and ideas. There is an exciting list of audio conferences available for 2010. Plan to take advantage of this successful series of learning opportunities and watch for details in our newsletter and e-mail blasts. The schedule will be posted on the AFP Web site later in January. AFP members are free and guests are \$10. If you have a location that can accommodate 25 or more people with phone/internet capabilities, please e-mail Connie Gonitzke at cgonitzke@transplants.org. See you there!



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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 to jashner@memphisjewishhome.org.

January 2010

- 3 - Germantown Performing Arts Centre, Moscow Festival Ballet's *Coppelia*, 7:00 PM
- 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

- 6 - Page Robbins Adult Day Care Center Dance for the Memories Gala, 6:30 PM, The Esplanade
- 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
- 12 - Germantown Performing Arts Centre, Jazz at Lincoln Center Orchestra with Wynton Marsalis, 8:00 PM
- 26 - Germantown Performing Arts Centre, Celtic Crossroads, 8:00 PM