



# The Nonprofit Prophet

★ Ten Star Chapter

Volume 12, No. 7

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

July 2010



Monthly Luncheon  
Thursday, July 1, 2010  
11:30 AM at CBU

You Can Be Dedicated to Planned  
Giving Without a Dedicated  
Planned Giving Officer

Barlow T. Mann, J.D.  
Chief Operating Officer, The Sharpe Group

We all know that planned giving is an important component of any development plan. But how can you devote time to a planned giving program when you and your small staff are responsible for all the other fundraising programs for your organization? Come learn the basics that every development office can do, even without a planned giving officer on staff.

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**To register for the July 1st luncheon, please visit [www.afpmemphis.org](http://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 (6/29).

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

**Members \$15      Non-members \$25**

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*Annual Professional Development Conference - Thursday, August 5th*  
Register now at [http://afpmemphis.afpnet.org/Chapter\\_Conference.aspx](http://afpmemphis.afpnet.org/Chapter_Conference.aspx)



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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 June.

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## Nonprofit Job Bank

See the newest job postings at [www.afpmemphis.org](http://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 Member!

Zach Pretzer  
Director of Annual Giving  
University of TN Health Science Center

James C. Smith  
Chief Financial Officer  
Christ Community Health Services, Inc.

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## Thank You Door Prize Donors!

Thank you to the following organizations who donated the door prizes for our June meeting: Child Advocacy Center, Pink Palace Family of Museums, Campbell Clinic, AFP Memphis Chapter. If your organization would like to donate a door prize, please contact Carol Kirby at [ckirby@campbell-foundation.org](mailto:ckirby@campbell-foundation.org).



## July 14th Web/Audioconference

### Legacy Giving Building Blocks: A Simple Approach to Attracting Long-term Support

Presenters: Caleb B. Rick, JD and  
Greg Lasonde, CFRE

LeBohneur Foundation, Memphis  
850 Poplar, Building 2 - on the northeast corner of Poplar and Dunlap,  
across from the new hospital. Reserved parking will be available in  
front of the building.

Be sure to register so that enough parking can be made available!

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.

Do you worry that your organization will miss out on the intergenerational transfer of wealth? Are you wrestling with how to build your organization's capacity to attract legacy and endowment gifts? Do you feel overwhelmed by planned giving techno-babble? Would you benefit from straightforward strategies to engage prospects?

Join Caleb B. Rick, JD and Greg Lasonde, CFRE for this webinar on simple steps you can take to develop a strong foundation for your legacy giving program. All audiences will benefit from learning how legacy giving is essential to creating long-term mission sustainability.

To register, go to [www.afpmemphis.org](http://www.afpmemphis.org) or email Connie Gonitzke at [cgonitzke@transplants.org](mailto:cgonitzke@transplants.org) to reserve a seat.



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## July 27th Web/Audioconference

### Developing A Planned Giving Marketing Plan

**Presenter: Timothy D. Logan, ACFRE**

LeBohneur Foundation, Memphis

850 Poplar, Building 2 - on the northeast corner of Poplar and Dunlap, across from the new hospital.

Reserved parking will be available in front of the building.

Be sure to register so that enough parking can be made available!

**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.

Brochures, mailings, the Internet...all techniques you use to market your planned giving program. But what about those qualified prospects who stay just below your radar? Are you proactively identifying planned giving prospects from analyzing annual giving behaviors, using wealth and planned giving scoring models, and using segmentation strategies?

In this session, you will learn how to develop an integrated planned giving marketing plan that will help you increase gift income and improve your overall program performance. Mid-level (3 to 6 years) and senior level (7 to 9 years).

## Thank You For Your AFP Membership Renewal!

**Holly Beuke**

University of Memphis

**Charlene Honeycutt**

WKNO-FM

**Sonji Branch**

National Civil Rights Museum

**Melinda Johnson**

Shelby Residential & Vocational Services

**Sally Heinz**

MIFA

**Sandra McMahan**

International Children's Heart Foundation

### 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](mailto:jashner@memphisjewishhome.org). Please help the editor and send calendar events in the correct format. Thanks!



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CHANGE THE WORLD



WITH A GIVING HEART

## National Philanthropy Day®

### Call for Nominations 2010 Crystal Awards

The AFP Memphis Chapter's 2010 Crystal Awards luncheon will be taking place on Thursday, November 18th at the Holiday Inn at the University of Memphis. Please take time to nominate someone in one of the following categories: Outstanding Volunteer Fundraiser, Outstanding Philanthropist, Outstanding Corporation, Outstanding Foundation or Philanthropic Organization, Outstanding Fundraising Executive, or Outstanding Executive Leader. Note: The Outstanding Youth in Philanthropy awards are given in a separate process in the Spring so students can receive their awards at a school event in front of their peers.

We hope that you will review each category and think about those in your circle of peers, donors and volunteers who may be good candidates for the awards. The Crystal Awards ceremony is a wonderful opportunity for our chapter to recognize the outstanding philanthropic efforts of those in our community.

2010 is the 25th Anniversary of the AFP Memphis Chapter and the 50th Anniversary of AFP International, and our Crystal Awards luncheon will be a special event in this banner year. We hope that you will strongly consider making a nomination in one or more of the 2010 Crystal Award categories. If you have any questions about the nomination process, you may contact me at [roehlk@churchhealthcenter.org](mailto:roehlk@churchhealthcenter.org) or 901.272.7170 ext. 1409.

Nominations forms are at the end of this newsletter. We look forward to receiving your nominations! Don't forget nominations are due by **June 29th**.

Sincerely,

Kevin Roehl  
Nominations Chair  
AFP Crystal Awards/National Philanthropy Day Committee



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## 20 Questions with Lisa Bell

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

1. Full name (people know you as)? Lisa Bell Jones (Lisa Bell)
2. Date & place of birth? Methodist Hospital in Memphis; 12/16/58
3. How long have you lived in the area? All my life
4. Occupation? Director of Advancement for Ave Maria Foundation
5. Who was your most influential role model? My Mother. She never went to college but was an extremely smart, compassionate woman. She volunteered for every charity and I would go with her door to door to visit our neighbors and collect money for the monthly charity.
6. Favorite place to go, favorite trip, hike, etc.? Locally, walking down the riverfront. Out-of-town, it would be a Gulf Coast beach or Montana.
7. Favorite local business? Fresh Market
8. Favorite food? Italian
9. Favorite book? *Tuesdays with Morrie*
10. Favorite movie? "It's a Wonderful Life"
11. What do you waste your money on? Orchids and plants for my yard.
12. What is the craziest & most adventurous thing you have done? Bottle fed lots of baby lambs on a Montana ranch—they had to be fed several times a day and were always hungry!
13. What is your fondest memory? My wedding to my great husband Rick.
14. If you could change one thing about Memphis what would it be? Consolidate City and County governments.
15. What do you think makes Memphis a good place to live? Friendly people; the river; the Zoo; the Arts; midtown; reasonable cost of living.
16. Tell me about one hidden Memphis treasure others should know about? There is a nice little park behind the old Rivermont Hotel downtown.
17. What do you do to de-stress? Garden, walk my dog, cook, and read.
18. If you were to try any other profession for one day, what would it be? I would be a Kindergarten or Elementary school teacher.
19. What is one fundraising best practice you can share with AFP membership? You can never thank your donors enough! Also, call or send cards to your donors on important days--birthdays, anniversaries, holidays, congratulations, sympathy, etc.
20. Complete this sentence: Lisa Bell is excited that construction will begin this summer on Ave Maria's four Green Houses which will provide private bedrooms & bathrooms for 40 nursing home residents.



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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](mailto:jashner@memphisjewishhome.org).

### August 2010

5 - AFP Memphis Chapter, Professional Development Conference, Holiday Inn at University of Memphis. Keynote Speaker: Colleen Oliver from the Bill & Melinda Gates Foundation

24 - Methodist Healthcare Foundation Living Awards Benefit, Peabody Hotel, 6:30 PM

### 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!

20 - Memphis Jewish Home and Rehabilitation Center 18th Annual Golf Tournament, Ridgeway Country Club, 11:30 AM



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

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

Register at [www.afpmemphis.org](http://www.afpmemphis.org)

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



**CALL FOR NOMINATIONS**  
**2010 CRYSTAL AWARDS**

**ASSOCIATION OF FUNDRAISING PROFESSIONALS**  
**MEMPHIS CHAPTER**

**Nominations are due June 29, 2010.**

The Awards will be presented on Thursday, **November 18, 2010** at the National Philanthropy Day luncheon at the Holiday Inn, University of Memphis.

Written nominations should include:

- A complete and concise narrative summary that speaks to each of the award criteria
- Testimonials, letters of support (two preferred) and pertinent attachments are accepted
- Nominators are encouraged to collaborate with other nonprofit organizations in writing the nomination to best indicate the breadth of the nominee's community involvement
- Be sure to include contact information for the nominee and the nominator

The Crystal Awards Selections Committee includes AFP members and past recipients of AFP Memphis Crystal Awards.

Send nominations to: [roehlk@churchhealthcenter.org](mailto:roehlk@churchhealthcenter.org) or to AFP Crystal Awards Nominations Committee, Church Health Center, 1210 Peabody Ave., Memphis, TN 38104.

**AWARD CATEGORIES & CRITERIA:**

**Outstanding Volunteer Fundraiser**

Given to a dedicated individual who has demonstrated:

- Exceptional leadership in coordinating groups of volunteers for major fundraising projects for two or more nonprofit organizations.
- Exceptional skills in organizing, leading and retaining volunteers.
- Achievement of desired volunteer-based financial results for nonprofit organizations.

*The nominator must be an AFP member.*

**Outstanding Philanthropist**

Given to an individual or family with:

- A record of exceptional generosity & commitment to philanthropy through direct financial support, and a public record of outstanding charitable responsibility which encourages the philanthropic leadership of others throughout the community.

*The nominator must be an AFP member.*

### **Outstanding Corporation**

Given to a corporation or its foundation that has demonstrated outstanding commitment through:

- Financial support of nonprofit organizations.
- Encouragement and motivation of others to take leadership roles in philanthropy and community involvement.
- Inspiring its employees to become community advocates for nonprofit organizations.

*The nominator must be an AFP member.*

### **Outstanding Foundation or Philanthropic Organization**

Given to a Foundation, Civic or Service Organization that has demonstrated outstanding commitment to the community through:

- Financial support of nonprofit organizations.
- Encouragement and motivation of others to take leadership roles toward philanthropy and community involvement.

*The nominator must be an AFP member.*

### **Outstanding Fundraising Executive**

Practices the profession in an exemplary manner, evidenced by:

- Long-term professional fundraising experience
- Practicing & promoting AFP's Code of Ethical Principles
- Persuasive & effective leadership
- Continued professional development
- Personal commitment to philanthropy through volunteer service and financial support of nonprofit organizations.

*The nominee must be an AFP member. AFP membership is not required of the nominator.*

### **Outstanding Executive Leader**

Given to a paid professional in the role of CEO, Executive Director, President, etc., who:

- Provides the environment and direction for fundraising in accordance with AFP's Code of Ethics.
- Provides positive & effective leadership
- Demonstrates good stewardship of the organization's resources
- Is intimately involved in fundraising activities, including the development of fundraising staff, the board and volunteers.
- Demonstrates a personal financial commitment to philanthropy through service to and support of their own and other nonprofit organizations.

*The nominee is not required to be an AFP member; however, there must be AFP membership among the organization's development staff.*

Note: The **Outstanding Youth in Philanthropy** awards are given in a separate process in the Spring so students can receive their awards at a school event in front of their peers.





**2010 CRYSTAL AWARDS  
NOMINATION COVER SHEET**

**Nominations are due June 29, 2010.**

**Complete a separate cover sheet for each nomination. Include a narrative summary that speaks to each of the award criteria and include a minimum of two letters of support.**

Nominee Name \_\_\_\_\_

Organization Name \_\_\_\_\_

Business Address \_\_\_\_\_

Home Address \_\_\_\_\_

Phone \_\_\_\_\_  business  cell  home

E-Mail \_\_\_\_\_

**Nomination for (check one):**

- Outstanding Corporation
- Outstanding Executive Leader
- Outstanding Foundation or Philanthropic Organization
- Outstanding Fundraising Executive
- Outstanding Philanthropist
- Outstanding Volunteer Fundraiser

**Nominated by:**

Name \_\_\_\_\_

Organization Name \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

- I am an AFP member.
- I am not an AFP member.



## CRYSTAL AWARDS PAST RECIPIENTS 1987 - 2010

### OUTSTANDING VOLUNTEER FUNDRAISER

1989 Sam Cooper\*  
 1990 Larry Papasan  
 1991 James H. Prentiss\*  
 1992 S. Herbert Rhea  
 1994 Charles B. "Chip" Dudley  
 1995 Scott P. Ledbetter  
 1996 Carol Prentiss  
 1997 Richard A. Trippeer, Jr.  
 1998 Rose Jackson Flenorl  
 1999 Rita T. Sparks  
 2000 Sylvia Goldsmith Marks  
 2001 Dr. Charles Leonard  
 2002 Ronald A. Belz  
 2003 Jack R. Blair  
 2004 P. Trowbridge Gillespie, Jr.  
 2005 Nancy Fulmer\*  
 2006 Jerry Gillis  
 2007 Susan Lawless-Glassman  
 2008 Steve Wishnia  
 2009 Joe Birch

### OUTSTANDING PHILANTHROPIST

1987 Morrie Moss\*  
 1988 Avron Fogelman  
 1989 Bonnie Wilmott Smith  
 1990 Mertie Buckman\*  
 1991 William B. Dunavant, Jr.  
 1994 J. R. "Pitt" Hyde III  
 1995 Mr. and Mrs. Jabie S. Hardin\*  
 1997 Ira Lipman  
 1998 Carol and Jim\* Prentiss  
 1999 Katherine Hinds Smythe  
 2000 Ellida S.\* and James L. Fri  
 2001 Bob\* and Kitty Cannon  
 2002 Dorothy Orgill Kirsch  
 2003 Jean and Frank Norfleet  
 2004 Andrew M. Clarkson  
 2005 Dr. Ralph and Barbara Hamilton  
 2007 Mary and Charles Wurtzburger  
 2008 Jeanne and Henry Varnell  
 2009 Mary Shainberg

### OUTSTANDING CORPORATION

1991 Union Planters National Bank  
 1992 Buckman Laboratories  
 1994 Seessel's  
 1995 Federal Express Corporation  
 1996 AutoZone  
 1997 The Commercial Appeal  
 1998 First Tennessee  
 1999 Catherine's Stores Corporation  
 2000 Jaco Bryant Corporation  
 2001 Time Warner Cable  
 2002 Smith & Nephew  
 2003 Power & Telephone Supply Co.  
 2004 Baptist Memorial Health Care  
 2005 AIMS Logistics  
 2006 Methodist Healthcare  
 2007 Yuletide Office Plus  
 2008 Fred's, Inc  
 2009 Comtrak Logistics, Inc.

### OUTSTANDING FOUNDATION

1990 The Thomas W. Briggs Foundation  
 1992 Crippled Children's Foundation  
 1994 H. W. Durham Foundation  
 1997 Assisi Foundation of Memphis, Inc.  
 2000 Women's Foundation for a Greater Memphis  
 2001 Hyde Family Foundations  
 2002 The Arthur F. and Alice E. Adams Foundation  
 2003 The Knapp Foundation  
 2004 Hope Christian Community Foundation  
 2005 Kemmons Wilson Family Foundation  
 2006 Community Foundation of Greater Memphis  
 2008 Memphis Grizzlies Charitable Foundation

**OUTSTANDING PHILANTHROPIC ORGANIZATION**

- 1989 Mid-South Lion's Club
- 1990 Junior League of Memphis
- 1991 Le Bonheur Club
- 1992 Les Passees
- 1994 Memphis Chapter J.U.G.S.
- 1995 Friends of the Library
- 1996 Race for the Cure
- 1997 United Way of the Mid-South
- 1998 Madonna Circle
- 1999 The Phoenix Clubs of Memphis
- 2000 Exchange Clubs of Memphis
- 2001 Greater Memphis Salvation Army Auxiliary
- 2002 The Memphis Rotary Club
- 2003 The Duration Club
- 2004 Memphis Area Association of Realtors
- 2005 Subsidium, Inc.
- 2006 Four Seasons/Memory Inc.
- 2007 TWIGS of Le Bonheur
- 2009 Carnival Memphis

**OUTSTANDING FUNDRAISING EXECUTIVE**

*\* In memoriam*

- 1988 Leo P. Arnoult, CFRE
- 1989 Philip R. Converse
- 1990 Gid Smith
- 1991 Hayes Fletcher, CFRE
- 1993 Barbara Motley\*
- 1994 Marler Stone, CFRE
- 1995 Charles N. McLarty
- 1996 Barbara Kabakoff, CFRE
- 1998 Brother Patrick O'Brien, FSC
- 1999 Margaret Ryan, CFRE
- 2000 Nick Scully, CFRE
- 2001 Kevin Francis Roper
- 2002 Betty Anne E. Wilson
- 2003 Martha Ellen Maxwell
- 2004 Bettie M. Speake, CFRE
- 2005 Gail G. Milnor
- 2006 Perry Dement
- 2007 Paula S. Jacobson
- 2008 Dan H. Murrell, CFRE
- 2009 J.J. Doughtie

**OUTSTANDING YOUTH IN PHILANTHROPY**

*\*Individual Award*

*\*\*Group Award*

- 2003 St. Mary's Community Fund
- 2005 \*Shruti Shah
  - \*\*Jewish Foundation of Memphis' B'nai Tzedek
- 2006 \*Ginni Fischer
  - \*\*Whitehaven High School Student Body
- 2007 \*Claire Campbell
  - \*\*Souper Contact
- 2008 \*Sydney Eason
  - \*\*University of Memphis Up Til Dawn
- 2009 \*Elizabeth Compton
  - \*\*St. Agnes Academy, Vocal Music Department
- 2010 \*Alana Hu
  - \*\*White Station 9<sup>th</sup> Grade Academy

**OUTSTANDING EXECUTIVE LEADER**

- 2007 Ellis Haguewood
- 2008 Brier Smith Turner
- 2009 Jim Boyd

**PARTNERS IN PHILANTHROPY**

**(SPECIAL AWARD)**

- 1990 Federal Express Corporation
- 1999 Memphis Light Gas & Water

**“SPIRIT OF PHILANTHROPY”**

**(SPECIAL RECOGNITION)**

- 2009 Delores Kinsolving