



The Nonprofit Prophet

★ Ten Star Chapter

Volume 12, No. 6

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

June 2010



Ruby Bright
Executive Director and Chief Administrative Officer
Women's Foundation for a Greater Memphis

Monthly Luncheon
Thursday, June 3, 2010
11:30 AM
Location: CBU

Women and Philanthropy

To register for the June 3rd 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 (6/1).

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 dates!

Annual Professional Development Conference - Thursday, August 5th
Crystal Awards Luncheon - Thursday, November 18th



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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 May.

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 Member!

Leanne Kleinman
Director of Advancement
St. Mary's Episcopal School

Thank You Door Prize Donors!

Thank you to the following organizations who donated the door prizes for our May meeting: WKNO, Methodist Healthcare Foundation, Campbell Clinic, AFP International/Dee Flood, AFP Memphis Chapter. If your organization would like to donate a door prize, please contact Carol Kirby at ckirby@campbell-foundation.org.



June 9th Web/Audioconference 50 Asks in 50 Weeks: How to Jump Start Your Small Development Office

Presenter: Amy M. Eisenstein

Ducks Unlimited
1 Waterfowl Way, Memphis

Intersection of GT parkway and Walnut Grove: Traveling East on Walnut Grove, turn right on Farm Road, the first entrance of Ducks Unlimited, Duck Flag. (If you get to GT Road, you've gone too far.)
Parking to the left is easiest.

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.

50 Asks in 50 Weeks is a "back to the basics" concept for executive directors and development directors who want to raise more money for their organizations. It specifically targets non-profit organizations with small development offices (0-3 paid staff members,) and provides clear steps on how to create a simple plan for raising more money.

Most development directors are so busy doing day to day tasks of fundraising, including writing thank you notes, grant reports and newsletters; managing databases; creating budgets; and more, they don't have time or forget the most important thing - asking!

This session will help participants create a development plan which ensures a diverse funding stream, a system for asking for gifts in smarter, more efficient ways, and ensuring they ask for gifts all year long. Brief discussions on event planning, grant writing, individual solicitations, and direct mail will be included.

To register, go to www.afpmemphis.org or email Connie Gonitzke at cgonitzke@transplants.org to reserve a seat.



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CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day®

Crystal Awards Committee Seeking Nominations

The National Philanthropy Day event committee is seeking nominations for the 2010 Crystal Awards. Watch your email and the AFP Memphis web site for nomination forms or contact the event Chair Kris Crim at kcrim@ymcamemphis.org or the event Co-Chair Missy Rainer at missy.rainer@girlscoutshs.org for more information. The Crystal Awards luncheon will be taking place on Thursday, November 18, 2010.

Youth in Philanthropy Award Winners Announced



Group Award – White Station
9th Grade Academy



Individual Award – Alana Hu
Briarcrest Christian High School

Thank You For Your AFP Membership Renewal!

Lisa Bell
Ave Maria Home

Jeni Stephens
Exceptional Fnd of West Tennessee

Julie Johnson
University of Memphis

Lauren Wilmer
National Foundation for Transplants



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AFP Memphis Scrapbook



Past Presidents of AFP Memphis: Dan Murrell, Marler Stone, Gail Milnor, Leo Arnoult, Betty Ann Wilson, Holden Potter, Elise Bone, and Bob Plunk met recently to reconnect and discuss the 25th anniversary of our chapter.



Left: Bob Plunk “mugs” Anna Kathryn Word, a new AFP member.



Right: Bob Plunk adds a candle for each new member to the AFP Memphis birthday cake.



Bob Plunk, Mary Braddock, Jonathan Ahern, Deni Hirsh, Diana Kelly, Dan Murrell, and Dee Flood. at the AFP International Conference in Baltimore in April.



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20 Questions with Deni Hirsh

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

1. Full name (people know you as)? Deni Hirsh
2. Date & place of birth? 3/18/1957 – Memphis, TN
3. How long have you lived in the area? Born and raised here ... moved away twice, but always drawn back home.
4. Occupation? Director of Development, Germantown Performing Arts Centre
5. Who was your most influential role model? I know it sounds corny, but my mother!
6. Favorite place to go, favorite trip, hike, etc.? Favorite vacation spot - Hawaii ... but I have fun wherever I go!
7. Favorite local business? My local First TN Bank branch ... great customer service!
8. Favorite food? I like most foods, but definitely anything with black olives, mushrooms, and artichoke hearts!
9. Favorite book? *Rebecca* by Daphne DuMaurier
10. Favorite movie? By eras ... “Casablanca,” “Same Time Next Year,” and “Ever After” ... I’m a sucker for ill-fated love stories!
11. What do you waste your money on? I try hard NOT to waste money! If I have any extra, I spend it on my girls ... Alyssa (22) and Stephanie (20).
12. What is the craziest & most adventurous thing you have done? I spent the summer after I graduated college in Israel, which was a big adventure (first time out of the USA). On the way home, I spent 3 days in London. I had planned to stay at a youth hostel, but they were all full! So, I ended up sharing a bed & breakfast room with 2 strangers (men) who had been on the plane from Israel. It all worked out fine ... they were both perfect gentlemen ... but I would KILL my girls if they ever did anything like that!!!
13. What is your fondest memory? Watching my girls sing and play sweetly together ... that lasted about 15 minutes!
14. If you could change one thing about Memphis what would it be? Better race relations AND better politicians ... oops, that’s 2!
15. What do you think makes Memphis a good place to live? Big city living with a small town attitude ... lots to do with great Southern hospitality!
16. Tell me about one hidden Memphis treasure others should know about? Greenway Road in East Memphis ... so beautiful in the Spring and the Fall! I drive down the street sometimes just to take it all in ... neighbors probably think I’m a stalker!
17. What do you do to de-stress? Cheap de-stress ... chill in front of the TV/expensive de-stress ... full body massage.
18. If you were to try any other profession for one day, what would it be? Trial lawyer.
19. What is one fundraising best practice you can share with AFP membership? Treat everyone as if they are your biggest donor ... one day they might be!
20. Complete this sentence: Deni Hirsh is passionate about her life!



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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

June 2010

- 3 - AFP Memphis Chapter, Monthly Luncheon, Christian Brothers University, 11:30 AM
- 24 - Girls Inc. of Memphis, 2010 Strong, Smart & Bold Awards, Wilson Air Center, 11:30 AM

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

Some Bad News and Good News on Aging Boomer Donors...

As told on www.theagitator.net in a post from Tom quoting Matt Thornhill of the Boomer Project

“We also can safely say, based on hard economic numbers, that most Boomers have not saved enough to finance a secure and comfortable retirement. The Center for Retirement Planning at Boston College says that more than half of all Boomers are at risk of failing to replace their pre-retirement income. Include the risk of needing long-term care, and the number is three out of five.”

“Logic tells us that there is a considerable gap between Boomer aspirations for the third and fourth quarters of their lives and what they as individuals, supplemented by the federally financed social safety net, can afford. The numbers point to a future of lessened material expectations for Boomers.”

“Our analyses of monthly consumer surveys by BIGresearch suggest that Boomers are turning their backs on consumerism. They are rediscovering the traditional values of thrift and frugality, which they see as consistent with emerging “green” values of conservation and recycling.”

So the bad news, or at least a warning, is that Boomers might feel — and actually be — financially stretched and stressed as the years roll on ... making them less generous as donors.

But on the other hand, certain causes and charities — e.g., environment and health-related — might match up well against the attitudes of aging Boomers.

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 same format used above. Thanks!