



The Nonprofit Prophet

Volume 12, No. 3

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

March 2010



Val Lay
AFP Director, Chapter Services



Leo Arnoult
Arnoult & Associates

Monthly Luncheon Thursday, March 4, 2010

Fundraising in Memphis -- Our Past and Our Future

As we celebrate our chapter's 25th birthday this year, join us as AFP Memphis' founder, Leo Arnoult takes us back to our beginning and shares some of the highlights of the past 25 years of fundraising in Memphis.

Val Lay, Director of Chapter Services with AFP, will also be there to give us an update from AFP headquarters on all the free useful resources that are available to us as members. She will navigate us through the new AFP website and show us how to utilize the valuable services and information to help us in our fundraising efforts for our organizations.

To register for the March 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 (3/2).

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 dates!

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

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!

Hud Andrews
Memphis University School

Scott Fountain
Baptist Memorial Health Care

Molly Wexler
Memphis Jewish Federation



March 11th Web/Audioconference Selling Major Sponsors

Presenter: Phil Immordino

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.

“Selling Major Sponsors” will give participants the tools to sell major sponsors for all types of events.

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|--------------------------------|-----------------------------|
| #1 - Myths of Selling Sponsors | #5 - The Sponsor Package |
| #2 - The Sales Committee | #6 - Who Can You Sell? |
| #3 - Your Audience | #7 - When Do You Sell them? |
| #4 - The Event | #8 - Keep Them Coming Back |

Webinar Objectives

- | | |
|------------------------|--------------------------------|
| -Why do sponsors buy? | -How to sell sponsors? |
| -How to find sponsors? | -How to keep them coming back? |

Phil Immordino has been involved in the golf industry for more than 15 years. He consults with golf courses, manufacturers, suppliers, distributors, golf tournament directors, golf instructors and golf course designers to assist them in increasing their business.

Email Connie Gonitzke at cgonitzke@transplants.org or go to <http://afpmemphis.afpnet.org/> to reserve your seat.

See page 5 for 2 other upcoming Web/Audioconferences

Thank You Door Prize Donors!

Thank you to the following organizations who donated the door prizes for our February meeting: Ronald McDonald House, Madonna Learning Center, Meritan, and Methodist Healthcare Foundation. If your organization would like to donate a door prize, please contact Carol Kirby at ckirby@campbell-foundation.org.



The Nonprofit Prophet

Congratulations Winners of AFP International Conference Scholarships for 2010!

Jonathan Ahern , Sr. VP of Development, Palmer Home for Children
2010 AFP Fannie Belle Burnette \$1,000 Scholarship for 1st Time Attendees

Deni Hirsh, Director of Development, Germantown Performing Arts Centre
2010 AFP Memphis Board \$1,000 Scholarship

Missy Rainer, Fund Development Manager, Girl Scouts Heart of the South
2010 AFP Foundation Memphis Chamberlain Scholarship for \$500 for 1st Time Attendees



National Philanthropy Day®

Outstanding Youth in Philanthropy Award Nominations

Each year, the AFP Memphis Chapter honors philanthropic leaders and volunteers in the Memphis area for their contributions to non-profit organizations and to the improvement of our community.

We are currently accepting nominations for the two Outstanding Youth in Philanthropy honors, which are awarded to junior high, high school, or college age students. There is an Individual Award and a Group Award, given to youth who have demonstrated outstanding service to the community through fundraising and/or volunteerism.

Recipients serve as leadership role models for other youth in the Memphis area, promoting philanthropy and encouraging community involvement among young people. It is a wonderful way to acknowledge emerging leaders whose philanthropic efforts have benefited the community.

To receive more information and nomination forms, please contact Catherine Higdon at Catherine.Higdon@stjude.org. Forms will be due to her by Friday, March 26th.



The Nonprofit Prophet

20 Questions with Leo Arnoult

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



1. Full name (people know you as)? Leo Paul Arnoult, CFRE
2. Date & place of birth? 2/18/48 - Memphis' old St. Joseph Hospital
3. How long have you lived in the area? From birth to 22 in Memphis, then almost ten years away in places like Chicago, New York, Toronto, and Baltimore prior to returning to Memphis late in 1980.
4. Occupation? President of Arnoult & Associates Inc. - consultants to nonprofit organizations, full time since 1987.
5. Who was your most influential role model? My parents. They helped form my ethics, spiritual and other values. I learned from them the importance of building strong relationships. If you put other people's interests first yours will take care of themselves - most of the time. Today I relearn empathy for others everyday by watching my wife Cathy.
6. Favorite place to go, favorite trip, hike, etc.? Swimming to the raft in the harbor at St. John's US Virgin Islands or any place our daughter is hanging out.
7. Favorite local business? Federal Express for the incredible impact they have on Memphis in so many positive ways.
8. Favorite food? Currently, it is a tie between my long-time favorite Rendezvous ribs and my new find, Soul Fish Cafe and their fried catfish and Cajun Cabbage.
9. Favorite book? *Reville for Radicals* by Saul D. Alinsky which taught me to look at the root causes of issues and to understand that you can change an organization by first identifying the self interests of individuals and working to find a common purpose and organizing around those interests for change - a very American approach to social change based on such 1776 heroes as Thomas Paine.
10. Favorite movie? The original George Pal classic sci-fi, *The War of the Worlds* starring Gene Barry. Scared me to death as a child and still gives me goose bumps. I have seen it about 50 times. God wins in the end!
11. What do you waste your money on? Cheap wine and expensive Scotch!
12. What is the craziest & most adventurous thing you have done? I dove off a bridge one hot sunny day in Chicago to cool off and impress some young kids swimming below, I ended up in Grant hospital being asked by a policeman if I was suicidal. No just stupid!
13. What is your fondest memory? One of them is watching my daughter Duffy-Marie being born and hearing the doctor say "Oh it looks like we have a future full back here. Then suddenly say, maybe not, it's a girl!" We didn't do an ultrasound.
14. If you could change one thing about Memphis what would it be? Greatly expand the number of well prepared high school graduates from our public schools that then go on to higher education and productive lives.
15. What do you think makes Memphis a good place to live? It really has almost everything you need to raise a family and have a full life spiritually, culturally and educationally.
16. Tell me about one hidden Memphis treasure others should know about? It isn't hidden, but most people don't realize CBU has the most diverse enrollment of any university or college in Memphis, including public institutions of higher education. I think it is a microcosm of what the whole community could be regarding race relations.
17. What do you do to de-stress? Study theology and politics and take pictures of people and dogs.
18. If you were to try any other profession for one day, what would it be? Teach college level students how to change the world in small ways.
19. What is one fundraising best practice you can share with AFP membership? It is all about relationships, relationships, relationships! If you master that, the other details fall in place pretty easily.
20. Complete this sentence: Leo Arnoult is striving to be true to his God, his family and friends, while leaving the world a little better, concretely by helping his clients and those he volunteers with to have more mission impact.



The Nonprofit Prophet



Association of Fundraising Professionals Memphis Chapter

Educating Fundraisers in the 21st Century

March 24th Web/Audioconference

The Innovation Impulse

Presenter: Bernard Ross

Location TBD

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.

“Innovation is the only sustainable competitive advantage” says Philip Kotler, marketing guru. This challenging webinar will demonstrate how organizations are ensuring they gain and sustain that competitive fundraising advantage.

Learning Objectives

- To understand the difference that exists between creativity and innovation- and how they are connected by a value chain
- To discover how to create an organizational culture that promotes innovation across fundraising
- To establish the different roles that non-profit leaders can play in promoting innovative fundraising

April 6th Web/Audioconference

The Truth About What Nonprofit Boards Want: Passion and Partners

Presenter: June Bradham

Location TBD

Based on the results of her groundbreaking research with highly regarded, high performing board members from three continents, June Bradham’s presentation gets to the heart of what boards want. This session will review the nine truths about what makes board members happy, productive, engaged and generous and offer some practical methods for transforming the board experience.

Learning Objectives

- To learn, empirically and anecdotally, how critical the board is to fundraising and organizational success.
- To discover the nine “little things” that will guide non-profit leaders’ efforts to make certain their board members are engaged, passionate, participatory and generous toward the organization.
- To understand how board members can help take control of their own engagement, transforming an average board experience into something extraordinary.

Email Connie Gonitzke at cgonitzke@transplants.org or go to <http://afpmemphis.afpnet.org/> to reserve your seat for the next Web/Audioconference.



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 in the format below to jashner@memphisjewishhome.org.

March 2010

- 4 - AFP Memphis Chapter, Monthly Luncheon, Christian Brothers University, 11:30 AM
- 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

- 1 - AFP Memphis Chapter, Monthly Luncheon, Christian Brothers University, 11:30 AM
- 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
- 24 - Germantown Performing Arts Centre, GPAC Annual Gala, Celebrating the Arts ... 2010 theme: "It's the Music: Classical to Jazz", 6:00 PM
- 29 - Volunteer Mid-South, The Spirit of Giving Luncheon and Awards, University of Memphis, Holiday Inn, 11:45 AM
- 29 - Germantown Performing Arts Centre, 13th Van Cliburn International Piano Competition Gold Medalist Recital, 7:30 PM
- 30 - ArtsMemphis ARTAFACITOR 2010, 207 East Cherry Circle, 7:00 PM

May 2010

- 2 - Germantown Performing Arts Centre, The Rat Pack is Back, 7:00 PM
- 6 - AFP Memphis Chapter, Monthly Luncheon, Christian Brothers University, 11:30 AM

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!