



# The Nonprofit Prophet

★ Ten Star Chapter

Volume 1, No. 3

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

March 2012

## March Luncheon



### Inside the University of Memphis' Capital Campaign

Join Joanna Curtis for a look inside the Centennial Campaign for the University of Memphis. With a goal of \$250 million, the Empowering the Dream Centennial Campaign will build endowment to attract and retain world-class faculty and talented students, add new facilities, and establish crucial program support for strategic areas of study at the University.

Joanna Curtis, CFRE, is the Director of Major Gifts at the University of Memphis. She provides leadership and direction for a team of ten major gift officers focused on securing gifts of \$25,000 and above, as well as managing a personal portfolio of donors and prospects. She works closely with the Associate Vice President for Development on activities related to the University's Empowering the Dream Centennial Campaign.

Thursday, March 8th  
CBU, Thomas Center, 11:30am - 1:00pm

**To register for the March 8th 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 (3/6).

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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## Please join us for our March Audioconference

Save the Date for our next Webinar on Wednesday, March 21

Revitalizing Your Development Program, 30 Steps in 30 Days

Presenter: Linda Lysakowski, ACFRE  
Location: U of M Alumni Center

Free to AFP Members; \$10 for Non-Members

This session will cover:  
Review board involvement in fundraising  
Assess the success of the past year's development effort  
Assess the effectiveness and costs of fundraising materials  
Plan to improve effectiveness and efficiency in the year ahead



## Congratulations AFP Memphis Chapter!



The Association of Fundraising Professionals (AFP) Memphis Chapter has been named a 2011 Ten Star Chapter.

Every year, AFP, the largest association of professional fundraisers in the world, honors chapters for achieving goals that align with key objectives in its long-range strategic plan. Chapters receive the Ten Star Award for performing specific activities designed to increase professionalism within fundraising and public awareness of the importance of philanthropy. Of the 213 chapters in AFP, 96 chapters received the Ten Star Award for 2010.

"I want to congratulate the Memphis Chapter, which is playing a key role in the Mid-South area in promoting ethical and effective fundraising and educating the public about the importance of philanthropy and wise giving," said Andrew Watt, FInstF, president and CEO of AFP. "Our Ten Star Chapters have demonstrated outstanding programming and leadership for fundraising, and I'm pleased to recognize their outstanding efforts. If individuals and organizations in the Memphis area have questions about fundraising and philanthropy, they should definitely contact the AFP Memphis Chapter."

Criteria for the award are determined by AFP International Headquarters. A list of several goals is published annually, and chapters must accomplish 10 of these goals during the year and submit a nomination form for verification to be honored. For more information on the Ten Star Award process, please visit [www.afpnet.org](http://www.afpnet.org).

## AFP International Conference 2012



Join your fellow fundraisers in Vancouver, BC, Canada April 1-3, 2012 for a three-day immersion to learn best practices and strategies that work. It's a place to gain insight from industry and world leaders, a chance to learn breakthrough fundraising tactics, and an opportunity to share your own successes and challenges while meeting colleagues from across town and around the globe. Visit [afpnet.org](http://afpnet.org) for more information! Registration for members is now \$695 until March 5, 2012.

## Save the Date

**AFP Memphis Conference**  
Thursday, August 2nd, 2012  
New Location!

University Center, University of Memphis Campus

**Crystal Awards 2012**  
Thursday, November 15th, 2012  
Same Location!

University Center, University of Memphis Campus

## Volunteer Opportunity!

We are looking for a volunteer to be the Co-chair of the AFP 2012 Conference to assist the Conference Chair, Leigh Hersey and transition to the Chair position in 2013. This is a good position to network and learn how to set up an event. If you are interested please contact Diana Kelly at 901-786-8004 or [dkelly@meri.org](mailto:dkelly@meri.org) for more details.

Thank You!

Our appreciation to Meritan and CBU for allowing us the use of their facilities for our meetings in February.

Thank you Methodist Healthcare Foundation and Girl Scouts for providing door prizes at our February luncheon.



## 20 Questions with Kay Horne

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

1. Full name (people know you as)? Jacqueline Kay Horne (Kay Horne)
2. Date & place of birth? August 21, 19.. ;- ) Memphis, TN
3. How long have you lived in the area? Born and raised in Memphis, lived 3 years in Medford, OR and I've lived in Collierville, TN 39 years
4. Occupation? Senior Fundraising Consultant at National Foundation for Transplants
5. Who was your most influential role model? My mother
6. Favorite place to go, favorite trip, hike, etc.? I love to go to the beach and my favorite trip is to Hawaii. I've been blessed to go 4 times.
7. Favorite local business? Chico's
8. Favorite food? Chocolate desserts
9. Favorite book? Open, an autobiography by Andre Agassi
10. Favorite movie? Somewhere In Time, with Christopher Reeve and Jane Seymour
11. What do you waste your money on? Makeup and hair products
12. What is the craziest & most adventurous thing you have done? Here we go—I was married on one of the worst nights in Memphis history. There was an ice and snow storm. I was stuck at the church at 3:00PM in the afternoon of my wedding waiting on the florist. My husband's aunt picked me up and took me to my home to pick up my "makeup" and dress, etc. and had to park in the middle of the street in front of my house. If she pulled in the drive way we wouldn't have gotten out. My matron of honor was in a car accident on the way to the church with a very pregnant friend of mine, but no one was injured. It just delayed the wedding 2 hours that night and guests were coming to the ceremony and leaving before it commenced because the weather was getting worse and worse. My mother didn't make it to the ceremony because the San Francisco airport was fogged in. My wedding was December 23rd and on December 26th, my husband and I left on our honeymoon to Georgia with his mother and her twin sister, my husband's aunt, in the back seat. (I dare anyone to top that).
13. What is your fondest memory? Growing up in the rock n roll era
14. If you could change one thing about Memphis what would it be? I'd rather not answer that one.
15. What do you think makes Memphis a good place to live? Southern hospitality
16. Tell me about one hidden Memphis treasure others should know about? Dan West nursery on Poplar-their Christmas shop
17. What do you do to de-stress? I play social and competitive tennis.
18. If you were to try any other profession for one day, what would it be? Wedding Planner
19. What is one fundraising best practice you can share with AFP membership? Always assume a donor will make a donation when asked.
20. Complete this sentence: Kay Horne is blessed.