



The Nonprofit Prophet

★ Ten Star Chapter

Volume 12, No. 10

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

October 2010

Monthly Luncheon Thursday, October 7, 2010 11:30 AM at U of M University Center, Memphis Room 340 A Crisis Communications: How to Manage the Unexpected



Linda Bonnin
Associate Vice President
Marketing and Communications
University of Memphis

NOTE LOCATION CHANGE

Parking is available in a garage connected to the University Center. Take Central Avenue to Zach Curlin, pass Desoto Avenue to the next driveway on your right to enter the parking garage - push the button to get a parking ticket. There is a walk-over on the 3rd level of the parking garage that will take you directly into the University Center. Once you enter the University Center take the stairs up to the 3rd floor. Parking coupons for the garage will be provided to all who attend the luncheon.

Linda Bonnin has spent 14 years at the University of Memphis, the last 11 as Associate Vice President for Marketing and Communications. With her many years of experience in journalism, public relations, marketing, and special events in the community, Linda is well qualified to speak on crisis communications.

How do you define a crisis? Can you plan ahead for one? Linda will provide tips on crisis management and how you can be proactive rather than reactive should a crisis occur in your organization. As a bonus, she will also offer some key points on how to effectively deal with the news media.

To register for the October 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 (10/5).

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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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 September.

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!

George Carnall
Director of Development
Southern Baptist Education Center

Emily Joyner
Community Relations Coordinator
National Foundation for Transplants

George C. Miller, Jr.
Chief Development Officer
Pi Kappa Alpha Foundation

Erin Still
Director, Strategic Partnerships
National Foundation for Transplants

Thank You Door Prize Donors!

Thank you to the following organizations who donated the door prizes for our September Birthday Bash: St. Jude Children's Research Hospital, Methodist Healthcare Foundation, and National Foundation for Transplants. If your organization would like to donate a door prize, please contact Carol Kirby at ckirby@campbell-foundation.org.



October 27th Web/Audioconference

AFP Think Tank: Moral Courage and Ethical Fundraising

Presenter: Rush Kidder

Le Bonheur 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.

As the twenty-first century takes shape, it is becoming clear we have emerged into a world that is increasingly complex, intense, and dangerous. The lack of ethical decision-making continues to afflict virtually every facet of life – economic, political, education, home, and philanthropy.

Raising money without a firm bedrock of core values and ethical decision-making is fraught with moral hazards. Rush Kidder, president and founder of the Institute for Global Ethics, is a key advocate for sound ethical leadership through the practice of moral courage. Raising money presents the most profound ethical dilemmas, and Rush looks forward to exploring this important field in the 90 minute webinar on October 27th.

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®

AFP Chapter Members,

The 2010 National Philanthropy Day / Crystal Awards luncheon will be held at the Holiday Inn at the University of Memphis on Thursday, November 18th. This will be a wonderful celebration as we honor individuals, businesses and organizations for their outstanding philanthropic efforts in our community. As you may know, 2010 is also the 25th Anniversary of our Memphis AFP Chapter and the 50th Anniversary of AFP International.

Our 2010 Crystal Awards luncheon promises to hold some special surprises for those in attendance. Individual tickets will be \$40. In honor of the Memphis Chapter's 25th birthday, our gift to anyone who purchases a full table before October 15th is a \$25 discount making the total table cost \$375. After October 15th, table prices will be \$400 each.

Your AFP Chapter is also asking for your assistance as we attempt to reach out to potential sponsors for the 2010 Crystal Awards. If you know of a company who may be interested in being a sponsor for this year's Crystal Awards, please forward the contact information to info1@afpmemphis.org. We will have multiple sponsorship opportunities available with various incentives. This is a great way for local businesses and vendors to show their support of the Memphis non-profit community.

Thank you to the AFP members and volunteers who are serving on the Crystal Awards planning committee and to those who served on the Nomination & Selection sub-committee.

We hope to see you all on Thursday, November 18th as we honor the following with an AFP Crystal Award:

2010 Crystal Award Winners

Outstanding Volunteer Fundraiser
David Pickler, Pickler Companies

Outstanding Foundation or Philanthropic Organization
First Tennessee Foundation

Outstanding Philanthropist
Marilyn & Jack Belz

Outstanding Fundraising Executive
Virginia Stallworth, Memphis Child Advocacy Center

Outstanding Corporation
Huey's

Outstanding Executive Leader
Ryan Fleur, President and CEO
Memphis Symphony Orchestra



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Thank You For Your AFP Membership Renewal!

Brenda Abshure

ALSAC/St. Jude

Bret Bilbrey

St. Benedict at Auburndale

Clint Cummins

American Cancer Society

Kevin Dean

Hope House

Perry Dement

Memphis University School

Holt Hall

Westminster Academy

Deni Hirsh

Germantown Performing Arts Centre

Paula Jacobson

Methodist Healthcare Foundation

Herbie Krisle

Page Robbins Adult Daycare

Latoria Parker

YWCA of Memphis

Virginia Stallworth

Child Advocacy Center

Marler Stone

Youth Villages

Wesley Tomlinson

Community Foundation of Greater Memphis



See the special birthday greeting from National AFP President and CEO, Paulette Maehara, at the end of this newsletter.

AFP Memphis would like to thank the donors of the "Downtown Delights" Grand Prize Package presented during the 2010 "Add a Candle to Our Cake!" Membership Campaign. The winner was Jackie Hancock, President and CEO, National Foundation for Transplants!

Thanks to: The Orpheum Theater, The Peabody Hotel-Memphis, and Pugh's Flowers.



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A Message of Inspiration to AFP Membership

The following are excerpts from the remarks made by Rabbi Micah Greenstein, Senior Rabbi of Temple Israel, at last month's luncheon meeting and birthday bash:

"Memphis is a disproportionately poor city. And disproportionately generous too. Memphis proves that philanthropy has less to do with wealth and more to do with generosity...there are people on fixed incomes who are generous, and people materially blessed who are tight-fisted. What explains Memphis' philanthropic spirit? What explains the giving back going on here— and I don't mean time and counsel – I mean charitable giving – Why is Memphis among the highest charity giving cities per capita in the nation in a city struggling with poverty? I am certain that it has something to do with our community of faith."

"... philanthropy and greatness doesn't have to do with how much you have. It has to do with how much you give. From those with limited incomes who tithe, to the relatively few foundations which give so much to the well-being of Memphis above and beyond what foundations in other cities typically do - the spirit of philanthropy and spirit of the greater faith community go hand in hand...Memphis has a unique combination of people who are instinctively generous, naturally giving, and universally caring. And it's you in the Memphis Chapter of the AFP who lead the people and causes which distinguish this city from any other in America."

"I think it's fair to say that as we grow older, the people we grow to admire are not the ones we used to when we were younger...As I grow older, I find myself admiring not people who are smart, rich, popular, or famous, but people who are kind, generous, honest, and brave. Why? Because the people who are exceptionally generous, genuinely kind, completely honest, and incredibly brave, are in much shorter supply in this world than the number of people who are smart, rich, or famous. And in my book, AFP has a disproportionate number of women and men moved by kindness, generosity, honesty and spiritual bravery."

"What's enduring and downright inspiring about your work in the non-profit world is that it truly is more of a ministry – to help others become more generous, more honest, kinder and braver in supporting the worthy causes you help to ensure from generation to generation."

"I urge you to remember what my friend who is also a rabbi related about her daughter, Noa. Noa, who has physical disabilities, asked her mom if she could have a rock climbing party for her twelfth birthday. My friend froze. As a mom, she had always been so careful to protect her daughter from disappointment. She had gone to great lengths to create parties where her daughter wouldn't get left out or feel that her friends surpassed her. She said, "No, I don't think it's a good idea." "But why?" her daughter pressed on. "It's too expensive," the mom said. But day after day the daughter kept pushing for the rock climbing party and eventually Naomi, the mother, gave in. But she was still worried.

On the day of the party, her daughter put on a climber's harness, and to her mom's amazement, she pushed with her legs and pulled with her arms and boldly made her way up the wall. It wasn't easy but she climbed and climbed. She was fearless, beaming with joy. "I was so wrong about her," my friend said. During the party, there was a boy also 12 who was too frightened to climb. His father was encouraging him, but the boy stood frozen in his place. His muscles were strong, but his fear was stronger still.

That day, my friend's daughter taught her an invaluable lesson. Our greatest disability is fear; our greatest strength is courage. In climbing, it is the smoothest surface that is the most treacherous. A rough rocky landscape is fertile ground for ascension. If you want to rise up, don't fear the bumps. Turn every stone into a step.

As my friend looked around the gym that day, she couldn't help but wonder if the key to a meaningful life was embedded in that rock wall. The beckoning stones gave her the answer. The challenge in life is as simple as this: Do I stare at the wall or do I climb? I hope each of you continues to climb higher and higher as our Memphis AFP Chapter begins its next 25 years..... Happy Birthday, God Bless you, and congratulations on reaching this milestone birthday. Thank you."



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20 Questions with Molly Wexler

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

1. Full name (people know you as)? Molly Jalenak Wexler
2. Date & place of birth? June 13, 1969 Memphis, TN
3. How long have you lived in the area? 18 years, then 9 away, and now back for 14
4. Occupation? Director of Financial Resource Development, Memphis Jewish Federation
5. Who was your most influential role model? My father, Jim Jalenak
6. Favorite place to go, favorite trip, hike, etc.? Anyplace new I haven't been before – I love to travel
7. Favorite local business? Henry Turley Co.
8. Favorite food? Shortbread cookies
9. Favorite book? *A Prayer for Owen Meany* by John Irving
10. Favorite movie? “Four Weddings and a Funeral” or “The Birdcage”
11. What do you waste your money on? My kids...
12. What is the craziest & most adventurous thing you have done? Cliff diving in the north of Israel
13. What is your fondest memory? The day I met my husband
14. If you could change one thing about Memphis what would it be? Memphians self perception – we need to be positive and spread the good word
15. What do you think makes Memphis a good place to live? The close-knit community – along with an easy quality of life
16. Tell me about one hidden Memphis treasure others should know about? Harbor Town as a fun day-trip destination – there is the river walk, great playgrounds for the kids, restaurants, a spa – everything one would need.
17. What do you do to de-stress? Swim laps and yoga
18. If you were to try any other profession for one day, what would it be? Travel writer
19. What is one fundraising best practice you can share with AFP membership? Work for an organization that aligns with your values – and let people know it
20. Complete this sentence: Molly is: finished with the questionnaire!



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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.

October 2010

4 - YMCA Golf Classic, Mirimichi Golf Course

7- AFP Memphis Chapter, Luncheon Meeting, University Center at University of Memphis, 11:30 AM

14 - Women's Foundation for a Greater Memphis 2010 Annual Grants Showcase, Hilton Memphis, 5:30PM - 7:30PM

27 - AFP Memphis Audio/Web Conference, "AFP Think Tank: Ethics in Fundraising", 12:00PM - 1:30PM

November 2010

12 - Methodist Healthcare Foundation Cancer Center Luncheon, Peabody Hotel, 11:45AM

18 - AFP Memphis Chapter, Crystal Awards Luncheon, Holiday Inn at University of Memphis, 11:30AM-1:00PM

2011 Chamberlain Scholarship Program

The AFP Foundation for Philanthropy is proud to announce the 2011 Chamberlain Scholarship Program. The Foundation offers every AFP Chapter in Accord for 2010 one Chamberlain Scholarship, which covers the recipient's registration fee, minus a \$10 processing fee, to the AFP International Conference on Philanthropy to be held in Chicago, IL on March 20-23, 2011. The scholarship is available to individuals who have never attended an AFP International Conference. If you are interested in receiving a scholarship to next year's conference, please submit your application to info1@afpmemphis.org by October 5, 2010. This is a great way to defer part of the cost to attend the conference. The application is at the end of this newsletter.

Newsletter Information

In order to get the newsletter out on time, information needs to be sent to the editor no later than 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 correct format. Thanks!



30 June 2010

Dear Dee,

AFP chapters across the globe are celebrating 50 years of ethical and effective fundraising this month as we honor our past and inspire the future. And while this year marks AFP's 50th anniversary, it is also a time to share the celebration and recognize an important milestone in your chapter's history as well. The AFP TN, Memphis Chapter has played a critical role in advancing philanthropy and promoting ethical and effective fundraising over the past 25 years in your community and we're delighted to share in that excitement.

AFP chapters are the critical link for members locally, and there is no question that our association wouldn't be where it is today without the dedication, hard work and passion your chapter has exhibited since its beginnings in 1985. Your leadership, and the leadership of those who have come before you, has advanced AFP's mission and continues to promote fundraising as a critical and highly respected profession.

On behalf of the AFP Board of Directors and the AFP staff, I am thrilled to offer my congratulations as you and your chapter celebrate 25 years of AFP in the Memphis area. Please accept our sincere thanks to all of you for sharing your time and talents. We look forward to many, many more years of advancing ethical and effective fundraising together.

Sincerely,

A handwritten signature in cursive script, reading "Paulette V. Maehara".

Paulette V. Maehara, CFRE, CAE
President and CEO

A handwritten word in cursive script, reading "Congratulations".

Dee Flood
Community Outreach Manager
Methodist Hospice
6423 Shelby View Drive, Suite 103
Memphis, TN 38134

cc: Diana E. Kelly
Kevin Roehl

2011 AFP Foundation Chamberlain Scholarship Program

AFP Memphis Chapter

Deadline for applications: October 5, 2010

Personal Data

Applicant's Name _____

Are you a member of AFP? _____

Job Title _____

Employer _____

Business Address _____

City _____ State _____ Zip _____

Business Phone Number _____ Home Phone Number _____

Email Address _____ Website URL _____

Supervisor's Signature _____
(or signature of an Executive Committee member on your organization's board)

Phone Number _____

Background Information

Years in the Profession _____

Previous Training in Fundraising _____
(Please specify courses, seminars, conferences attended)

Professional Reference _____
(Other than present employer)

Phone _____ Email _____

I am employed as a full-time fundraising professional or spend at least fifty percent of my time fundraising for my employer. I have never attended an NSFRE/AFP International Conference on Fundraising and understand that only one individual from my local organization can be selected.

(Applicant's Signature)

(Date)

Additional Information Required by the Chapter:

What do you hope to gain from attending the AFP International Conference?