



The Nonprofit Prophet

★ Ten Star Chapter

Volume 12, No. 9

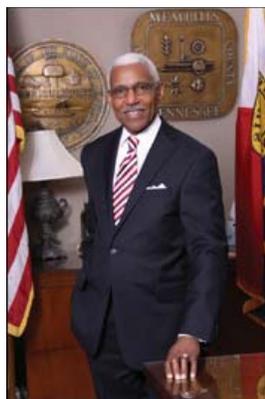
P. O. Box 40386, Memphis, TN 38174-0386

September 2010



AFP IS HAVING A PARTY!!
Thursday, September 2, 2010
11:30 AM at CBU

**Celebrate AFP Memphis Chapter's
25th Birthday!**



Special guest Mayor A C Wharton will bring birthday greetings from the City of Memphis. We are also honored to have Rabbi Micah D. Greenstein, Senior Rabbi of Temple Israel. Rabbi Greenstein is a teacher, preacher, and community leader, who has served Temple Israel and the Memphis faith community for 19 years. He will have an inspiring message for us about the work we do as fundraisers and the positive impact that our organizations have on our community. All AFP members who attend will receive a special birthday gift!

To register for the September 2nd 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 (8/31).

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

Members \$15

Non-members \$25



The Nonprofit Prophet

★ Ten Star Chapter

Thanks!

Our appreciation to Meritan for allowing us the use of their facilities for our board meeting in August.

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!

Amy Beth Dudley
Director of Volunteers & Special Events
The Salvation Army

Thank You Door Prize Donors!

Thank you to the following organizations who donated the door prizes for our Annual Conference in August: Pink Palace Family of Museums, Germantown Performing Arts Center, Church Health Center, Dan Murrell, and Methodist Healthcare. If your organization would like to donate a door prize, please contact Carol Kirby at ckirby@campbell-foundation.org.



September 8th Web/Audioconference

Great Gifts, Great Expectations: Major Gift Fundraising in the New Economy

Presenter: Tony Myers

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.

What truly motivates donors to give? How do they really make decisions? And how can you find out? Tony Myers loves raising money. He's been doing it for almost two decades. And he has conducted several studies on major donors for much of that time, and he can't wait to share with you the insights he's gained from real life experiences with real live donors.

Learn what causes the heart to move, and how you can find out from your donors. Find out what influences the mind to decide and how to apply the influences with integrity and respect. Make the connection between the heart, the soul, the mind and the gift, and initiate the process with your favorite major donor or the one who will soon become your favorite.

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



September 23rd Web/Audioconference

Power Shift: Secrets to Success in the Digital Donor-Centric World

Presenter: Andrew Magnuson

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.

In today's digital world, it's critical to reach your donors and prospects where they are spending their time — online. With the current economic conditions and increased competition for donor dollars, cost-effective methods for sourcing new prospects, converting them to donors, and maximizing their lifetime value is more important than ever.

Research into the habits of major donors and general consumers alike continues to show a growing propensity for online giving and engagement. This webinar will discuss the strategic changes and investments required for nonprofits to succeed online, best practices for adapting to a world where the power has shifted to donors, and real-world examples of successful multi-channel marketing strategies.

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!



The Nonprofit Prophet

★ Ten Star Chapter

Thank You For Your AFP Membership Renewal!

Gloria Callahan

Univ of TN Health Science Center

Marsha Evans

The MED Foundation

Catherine Higdon

ALSAC/St. Jude

Lori Hudson

World Cataract Foundation

Susan Johnson

The Dixon Gallery & Gardens

Diana Kelly

Medical Education & Research Institute

Joe Keohane

Shelby County Schools Education Foundation

Rose Landey, CFRE

SW TN Community College

Ingrid McGraw

ALSAC/St. Jude

Pam Minyard

TeenPact Leadership Schools

Cindy Moore

MIFA

Christopher Owens

Vicki Pillow

Food Bank of Northeast AR

Skip Redmond

Briarcrest Christian School

Tammie Ritchey, CFRE

The MED Foundation

Michelle Stubb

Le Bonheur Children's Hospital

Libby Wyatt

Rhodes College

Mandy Yandell

Memphis Opportunity Scholarship Trust
(MOST)

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 1, 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.



The Nonprofit Prophet

Ten Star Chapter



2010 Annual Conference Thursday, August 5, 2010 Holiday Inn at The University of Memphis

AFP's annual development conference was a hit! Ninety-one professionals joined us throughout the day to hear sessions about planned giving, board development, and government funding. A new session for seasoned professionals with more than five years experience received rave reviews, as did the luncheon presentation by Memphis City Schools, Stand for Children and the Bill and Melinda Gates Foundation. The highlight of the day, though, was the closing session; a donor panel where the fundraisers had a chance to reverse roles and put the donors "in the hot seat." Thanks to everyone who helped make this year's conference such a success!





The Nonprofit Prophet

★ Ten Star Chapter



20 Questions with Martha Boyd

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

1. Full name (people know you as)? Martha Milford Boyd
2. Date & place of birth? July 24, 1948 – Charleston, S.C. (Dad stationed in Navy there)
3. How long have you lived in the area? I grew up in Memphis and attended White Station High School; moved away when married, returned 15 years ago when Jim became head of BRIDGES
4. Occupation? Director of Development, The Trezevant Foundation
5. Who was your most influential role model? My maternal grandmother
6. Favorite place to go, favorite trip, hike, etc.? Santa Fe, N.M., or Guatemala; any mountain hikes with fields of wildflowers
7. Favorite local business? Dabney Nursery
8. Favorite food? Dark chocolate
9. Favorite book? Non-fiction: *My Grandfather's Blessings* by Rachel Naomi Remen; Fiction: anything by Isabel Allende, Wallace Stegner, or Chaim Potok
10. Favorite movie? Any movie with Robert Redford
11. What do you waste your money on? Garden plants and knitting yarn
12. What is the craziest & most adventurous thing you have done? Marrying Jim Boyd 40 years ago
13. What is your fondest memory? Holding my infant boys and now holding my new granddaughter
14. If you could change one thing about Memphis what would it be? Position Memphis nearer the mountains or the sea
15. What do you think makes Memphis a good place to live? We have access to our leaders – whether in the arts, education, or government/also the diversity of people living in Memphis make it an interesting and vibrant place to live and work/ The costs of living in Memphis are much less than in many other places in the country and you can attend all kinds of arts and sporting events.
16. Tell me about one hidden Memphis treasure others should know about? The resilient, friendly, and generous people of Memphis
17. What do you do to de-stress? To de-stress I garden, knit, and run
18. If you were to try any other profession for one day, what would it be? I would have loved to be a professional dancer – maybe with the NYC Ballet
19. What is one fundraising best practice you can share with AFP membership? You can't thank a donor too many times
20. Complete this sentence: Martha Boyd is: In the words of my son and daughter-in-law, Martha is a dancing knitting gardening outdoors grandmother.



The Nonprofit Prophet

★ Ten Star Chapter

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.

August 2010

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

28 - Meritan, 11th Annual Midnight Classic Bike Tour and Lunar Festival, Poplar Plaza Shopping Center, Poplar & Highland, 10:00PM - 3:00AM

September 2010

2 - AFP Memphis Chapter, Birthday Celebration Luncheon Meeting with special guest speaker, Rabbi Micah Greenstein, 11:30 AM

8 - AFP Memphis Audio/Web Conference, "Great Gifts, Great Expectations: Major Gift Fundraising in the New Economy", 12:00PM - 1:30PM

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

21-26 - YMCA of Memphis & the Mid-South's 2010 Corporate Games at various locations throughout the community. Events include: 3 on 3 basketball tournament, volleyball, dodgeball, kickball, indoor mini-triathlon and field day games.

23 - AFP Memphis Audio/Web Conference, "Power Shift: Secrets to Success in the Digital Donor -Centric World", 12:00PM - 1:30PM

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

2011 AFP Foundation Chamberlain Scholarship Program

AFP Memphis Chapter

Deadline for applications: October 1, 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?