



The Nonprofit Prophet

★ Ten Star Chapter

Volume 1, No. 2

P. O. Box 17132, Memphis, TN 38174-0386

February 2014

February Luncheon



Giving Back With Purpose



Join us for our February luncheon with special guest speaker Jeremy Park as he discusses his new book, "Giving Back with Purpose".

As Vice President of Communications and a Member of the LLC for Lipscomb & Pitts Insurance, LLC, based in Memphis, TN, Park oversees a team that handles all marketing, communications, and charitable efforts for the largest independent insurance agency in the Mid-South and one of the largest independent agencies in the nation. Park is more prominently known, though, for his role as President of the Lipscomb Pitts Breakfast Club (LPBC), which is the community-focused, philanthropic division of the agency that functions as a privately-funded catalyst for the Mid-South. In this role, Park directs a team of more than 70 businesses, including some of the world's largest employers, like FedEx, AutoZone, ServiceMaster, and Smith & Nephew, that host over 150 events each year focused on collectively benefiting the community. Park authors the weekly column, "Giving Back," which is published each Sunday in The Commercial Appeal. He executive produces and hosts the Lipscomb Pitts Breakfast Club Radio Show, which airs on News Radio 600 WREC each Saturday from 1pm to 2pm. He also executive produces and hosts the monthly television show, "The SPARK," which can be seen the third Thursday of each month at 9p on WKNO-TV Channel 10. His book, "Giving Back with Purpose" was released in December 2013 by Main Street Books and 100% of the proceeds benefit literacy programs in the Mid-South.

Thursday, February 6th

CBU, Thomas Center, 11:30am - 1:00pm

To register for the February 6th 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 (2/4).

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

Members \$20

Non-members \$25

*If your membership renewal is over 60 days past due, please register as a non-member.



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A Message from President Elise Bone

Happy February!

It's not my favorite month, but it is short. Happy Birthday to all those with February birthdays, Happy Valentine's Day, and Happy George Washington and Abraham Lincoln Birthdays! Oops - the Olympics will be fun to watch.

Let me just brag about our new and "old" Board members - You all rock!!! You have stepped into your board positions with such enthusiasm and are taking AFP Memphis to the top. I am overwhelmed with the creative and amazing ideas that you and your committees are developing. If you are not on a committee yet, please join one and get involved-it is so fun and even educational.

We have two new items for our newsletter this year. One is Ethics Corner and it will be a place for us to learn about ethical issues in fundraising. The first one is in this newsletter and it is to remind us all that AFP put the ethics in ethical fundraising.

The second item is Quote for the Month about Fundraising. If you have one, please share and send to me and we will post it in the newsletter. Otherwise we google.

The newsletter will continue to provide traditional information and calendars and if you have upcoming events, send one or two lines about the event and we will post it in our calendar!

Hope to see many of you at the AFP International Conference in San Antonio-we will have a Memphis night and gather for dinner and get to know each other better. Remember what happens in San Antonio stays in San Antonio - unless of course you hear a good speaker or program at the Conference that you will share with all of us!

Elise P. Bone

Thank You!

Our appreciation to Meritan and Church Health Center for allowing us the use of their facilities for our meetings in January.

WELCOME NEW MEMBERS!

Aimee Burnwatt
RISE Foundation

Jodi Cherry
St. Jude Children's Research Hospital

Dave Clouse
Freed-Hardeman University

Andrew Israel
Girls, Inc. of Memphis

Melanie Ann Keller, RN, MHA
Meritan

Deanna Lindo
St. Jude Children's Research Hospital

THANK YOU RENEWED MEMBERS!

Leo Arnoult, CFRE
Arnoult & Associates Inc.
(Member since 1984)

Joel Ashner
Jewish Home & Rehab
Center
(Member since 2006)

Kavanaugh Casey
LeBonheur Children's
Hospital
(Member since 2005)

Josh Davis
Briarcrest Christian
School
(Member since 2011)

Dee Flood
Methodist Hospice
(Member since 2005)

Cecily Freeman
Southern College of Op-
tometry
(Member since 2012)

Charles McLarty
WKNO
(Member since 1986)

Kevin Roper
University of Memphis
(Member since 1991)

Karen Strachan
Dixon Gallery & Gardens
(Member since 2013)

Anna Kathryn Word,
CFRE
Junior League of Memphis
(Member since 2009)

Events Around Town



Sponsored by Volunteer Mid-South, the Volunteer Expo will be held **February 25th from 3:00 pm-6:00 pm** at the Oak Court Mall. Tables for nonprofits are available for \$50.00. For more information on how to register or to secure your place at the Expo visit www.volunteermid-south.org or contact Amanda Kiser at 901-523-2425, ext. 200 or akiser@volunteermid-south.org.



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



1. Full name (people know you as)? Wallace Craig Locke (“Craig”)
2. Date & place of birth? January 29 / Nashville, Tennessee
3. How long have you lived in the area? 12 years
4. Occupation? Director of Development, Hope House
5. Who was your most influential role model? Tim Bolding, Executive Director of United Housing here in Memphis.
6. Favorite place to go, favorite trip, hike, etc.? Home or a Grizzlies game
7. Favorite local business? Bosco’s
8. Favorite food? Just about anything grilled.
9. Favorite book? *Empire Falls*
10. Favorite movie? *Unforgiven*
11. What do you waste your money on? Music
12. What is the craziest & most adventurous thing you have done? I’m not sure the statute of limitations has passed on that just yet...
13. What is your fondest memory? Tie between my wedding and the birth of my 18-month old son, Peter
14. If you could change one thing about Memphis what would it be? Outside perceptions/opinions of the city.
15. What do you think makes Memphis a good place to live? Most genuine people in America.
16. Tell me about one hidden Memphis treasure others should know about? The second-hand book store at the Poplar branch of the Library always has some hidden treasures.
17. What do you do to de-stress? Hit the Kroc Center swim lanes.
18. If you were to try any other profession for one day, what would it be? College professor
19. What is one fundraising best practice you can share with AFP membership? Don’t sugarcoat the truth. Your faithful donors want to know where they can help the most.
20. Complete this sentence: Craig is: always interested a good story.

Please Mark Your Calendar - 2014 Meeting Dates

February 6th luncheon- CBU
March 6th luncheon - Children's Museum of Memphis w/
Dick Hackett, Executive Director
March 23 - 25 AFP International Conference San Antonio
April 3th luncheon - TBA
May 8nd luncheon - CBU w/ Tammie Ritchie, Executive
Director The MED Foundation
June 5th luncheon - TBA
July 10th luncheon - TBA
August 14th- AFP Conference U of M
September 11th luncheon - CBU
October 9th luncheon - CBU
November 14th - Crystal Awards at U of M Holiday Inn
December 4th luncheon - TBA

Fundraising Quote of the Month

"Fundraising is an extreme sport!"
— Marc A. Pitman, *Ask Without Fear!: A Simple
Guide to Connecting Donors with What Matters to
Them Most*

Webinar Series

Keep your eyes open for upcoming webinars.
The results of our survey have been tabulated,
and you'll receive a list of sessions in next month's
newsletter.

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.

Door Prizes Needed

If your organization would like to donate a door prize for
our monthly luncheon, please contact Missy Rainer at
901-334-3460.



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AFP Ethics Corner

Throughout the year, in our newsletter, we will address
ethics in a series of comments, questions, and answers.

This month's topic: Why have ethical standards?

Ethical standards and principles are the foundation for
maintaining public trust in our nonprofit organizations.
Standards guide professional behavior. Especially in
questionable situations, they provide a source of informa-
tion that can support and assist the development profes-
sional in deciding how to act.

Ensuring that the organization's adherence to ethical
standards is part of operating principles and communi-
cated to stakeholders gives those stakeholders confi-
dence that their contributions are being given to a worthy
organization.

Standards are intended only as suggestions to help
guide thinking about ethical behavior and not as pre-
scriptions for all possible situations. To see a copy of
the Code with guidelines, go to: **AFP Code of Ethical
Principles - long version with guidelines.**

**Since the Code's adoption, AFP has almost single-
handedly raised the perception of fundraising in the
United States.**

Don't Miss This Opportunity

Make sure to attend the February and March lun-
cheons to hear about a great program celebrating
First Tennessee Bank's 150th year. Melissa Duong
with the First Tennessee Foundation will share a
few words about the program and how your organi-
zation can participate.

Check out AFP Memphis Chapter on Facebook!

<https://www.facebook.com/AFPMemphis>

Please visit us and "Like" us!



2013 Every Member Campaign

Thanks to the generous support of our donors, the AFP Memphis Chapter exceeded our Every Member Campaign goal!

Join this distinguished group by making your 2014 donation today!

Blue Ribbon Donors – Up to \$50

Joel Ashner
Lynne Ayers
Elise Bone
Dee Flood
Kay Horne
Barbara Kabakoff, CFRE
Pam Minyard
Vicki Pillow
Missy Rainer
Mandy Rough
Emily Sharpe
Jennifer Strain
Michelle Stubbs
John Thatcher IV
Karen Watson

Bronze Ribbon Donors – \$50 to \$99

Martha Boyd
Mary Braddock
Kris Crim
Clint Cummins
Kelly Davis
Carolyn Dickens
Deni Hirsh
Bonnie Hollabaugh
Susan K. Johnson

Bronze Ribbon Donors (Continued)

Diana Kelly
Holli Kenney
Wesley LaRue
Millie McPherson
Sandra Palazolo
Matt Perkins
Bob Plunk
C. Mark Ratay
Libby Wyatt

Silver Ribbon Donors – \$100 to \$249

Brad Champlin
J.J. Doughtie
Connie Gonitzke, CFRE
Leigh Hersey
Charles McLarty
Susan Mills
Dan Murrell, CFRE
Mary Scheuner, CFRE
Tona Jackson Simpson
Alisa Smallwood, CFRE
Anna Kathryn Word, CFRE

Gold Ribbon Donor – \$250 +

Gail Milnor

For more information about the AFP Every Member Campaign or to make a donation, please contact Mary Braddock - braddockm@churchhealthcenter.org