

AFP Suncoast December Newsletter

1 message

AFP Suncoast Chapter <admin@afpsuncoast.org>
Reply-To: AFP Suncoast Chapter <afpsuncoastchapter@gmail.com>
To: Chandra Tracy <afpsuncoastchapter@gmail.com>

Fri, Dec 23, 2016 at 2:26 PM

News from AFP Suncoast Chapter



December Monthly E-Newsletter



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Greetings!

Ethics! Do you see this as a four letter word (actually its six letters, but who's counting)? Or, do you uphold this word in high regards? Hopefully if you are in the development / fundraising profession you see it as part of who we are as fundraisers. And, if you are an AFP member then you believe in being ethical, decent, honest, you have high morals and principles. When becoming

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an AFP member and with each renewal, we are required to read and sign the Code of Ethical Principals & Standards. This code alone has been rated in various AFP member benefit surveys to be one of the highest-rated member benefits, if not the number one benefit, offered by AFP. [READ MORE...](#)

2016 Board of Directors

Judy Anderson ~ *President*

Sara Leonard, CFRE ~
President Elect

Bill Faucett, PhD, CFRE ~ *Immediate Past President*

JL Wagner, CFRE ~ *Secretary*

Donna Houchen ~ *Treasurer*

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Nora Gunn, CFRE
Tammy Leventis
Melody Marrs, CFRE
Sandy McLaughlin
Jennifer Moore
Julie Perrelli
Angela Pottinger
Kathy Rabon, CFRE
Merrill Stewart
Rich Strehl
Bryn Warner, CFRE
Liz Wells

AFP Suncoast Chapter Administrator

Chandra Tracy
(727) 642-9000
afpsuncoastchapter@gmail.com

Join AFP Today!

The Association of Fundraising Professionals (AFP) represents more than 30,000 members around the world working to advance philanthropy. Join today - benefit today!

Welcome New Member

- Cheryl Chadick - Benedictine Sister of Florida
- Kathryn Douglass - Moffitt Cancer Center Foundation
- Alejandro Fiol - Fiol Law Group
- Kathleen Luzier-Bogolea - Moffitt Cancer Center Foundation
- Kelly McGraw - National Pediatric Cancer Foundation
- Ann Lee Menchen - Hillsborough Community College Foundation
- Amy L. Miller - Amy L. Miller

January Membership Meeting

Spend the Day with Lynne Wester on January 17th

Morning Session ~ 9:30 a.m. to 11:00 a.m.

Building the Donor Pipeline

We celebrate the mega-donor and the consecutive donor, but are we paying enough attention to our mid-level donors? The donor pyramid has been replaced by the hourglass or sombrero as the number of major (*what do you call these? Major? Leadership? Four to low five-figure*) gift donors shrink. To build the donor pipeline we need to address the roadblocks to mid-level giving and implement an evidence-based strategy for success.

Networking ~ 11:30 a.m.

Luncheon Session ~ 11:45 a.m. - 1:00 p.m.

Donor Retention isn't Speed Dating

The concept behind speed dating is to meet as many people as possible as quickly as possible - and 99% of them you'll never see again. Actually, that's not too far off from the statistic that 80% of donors never make a second gift. So what can you do to develop a successful donor relations program,

Click [HERE](#) for more info.

what works and what doesn't, and how can you improve your retention rate? Learn how to form a lasting relationship with your donors.

Job Bank

Whether you are seeking a job or have one to offer, the AFP Suncoast Job Bank is a perfect place to find opportunities. Currently we have postings for the following:

[Assistant Director of Annual Funds](#)

November 23, 2016
Florida Southern College, Lakeland
FL

[Development Coordinator](#)

November 23, 2016
Glazer Children's Museum, Tampa
FL

[Assistant/Associate Director Parent and Major Gifts](#)

November 29, 2016
University of Tampa - Tampa,
Florida

[Development Assistant](#)

November 29, 2016
LifeCare Network- Brandon, FL

[Manager of Annual Fund](#)

December 03, 2016
SPCA Tampa Bay, Largo, FL

[Grant Specialist](#)

December 03, 2016
AMIkids, Inc. Tampa, FL

[Director of Development & Marketing](#)

December 15, 2016
Frameworks of Tampa Bay, Tampa,
FL

[Director, Development & Communications](#)

December 15, 2016
Trinity Cafe, Tampa, FL

[District Development/Fundraising Director](#)

LOCATION

Centre Club
123 S West Shore Blvd #8
Tampa, FL 33609

[MAP](#)

FEES

MEMBER - Special Session AND Lunch Session \$50.00

MEMBER - Lunch Session ONLY \$25.00

GUEST - Special Session AND Lunch Session \$75.00

GUEST - Lunch Session ONLY \$40.00

CLICK HERE TO MAKE YOUR RESERVATION!

Payments may be paid in advance or at the door. Reservations after 12 PM on the Friday before the meeting, and walk-ins, are charged \$40 at the door. **No shows will be billed.**

AFP Mix & Mingle - Cooking Demo and Lunch

Wednesday, January 11, 2017

Noon to 1:30 p.m.

Chef Darlene will be preparing a meal to share with attendees with a tour of the Virginia & David Baldwin Women's Residence.

LOCATION:

Virginia & David Baldwin Women's Residence
814 4th Avenue North
St. Petersburg, FL 33701

FEES:

\$10.00 PER PERSON

Advanced reservations are required. Please RSVP by Friday, January 6th.

December 15, 2016
Tampa Metropolitan Area YMCA,
Tampa, FL

[Bookkeeper](#)

December 15, 2016
Quantum Leap Farm- Odessa, FL

[Canvass Director](#)

December 17, 2016
WEDU - Tampa, FL

Chapter members may post job listings at no cost; non-members may post listings for \$50/month. Visit the [Job Bank](#) for more details.

[CLICK HERE TO MAKE YOUR RESERVATION!](#)

December Ethics Case: Professional Compensation

Thank you to those that have been following the Ethics Newsletter Quizzes this year and/or attended December's Ethics program, "Keeping Off Santa's Naughty List: What You Need to Know About Fundraising Ethics." Several questions were raised about percentage based compensation and finder's fees. AFP holds that compensation of this type may encourage abuse, imperil the integrity of the voluntary sector, and undermine the philanthropic values upon which it is based. For more detailed information: please read:

AFP Position Paper: Professional Compensation - [2016ProfCompensationPositionPaper.pdf](#)

Ethical standards and principles are the foundation for maintaining public trust for every AFP member. Do you have questions?

1. Consult the AFP Code of Ethics - <http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3261>
2. Contact your AFP Suncoast Ethics Chair, Nora Gunn at [813-872-0979](tel:813-872-0979) or nora.gunn@baycare.org
3. Contact AFP IHQ via letter, email or telephone with your ethics question. If the question has not been answered before, the office will forward it to the Ethics Committee for study. Emails should be addressed to rknight@afpnet.org. The phone number is [703-519-8444](tel:703-519-8444).



INTERESTED IN VOLUNTEERING???

Interested in volunteering? Please email the Suncoast Chapter at afpsuncoastchapter@gmail.com

Education Committee:

- The education team will lead the charge to bring in high quality education sessions and keynote speakers for the conference. (Busiest period – September through November)
- Work with conference committee to determine potential keynote speakers and negotiate to bring them to the conference
- Create an RFP for speakers, review submissions and select speakers
- Actively recruit speakers for specific breakout sessions as determined by the education and conference committee

Sponsorships Chair and Committee:

- While sponsorships will be the job of everyone on the committee, this team will drive the direction and process for sponsorship solicitations. (Busiest period September through January)
- Work in conjunction with exhibitors team to create solicitation materials
- Create list of potential sponsors to solicit
- Determine plan for sponsorship solicitation (Who, when, how much)
- Engage with full team to solicit and secure sponsors

Exhibitors Chair and Committee:

- While exhibitors will be the job of everyone on the committee, this team will drive the direction and process for sponsorship solicitations. (Busiest period October through March)
- Work in conjunction with sponsorships team to create solicitation materials
- Create list of potential exhibitors to solicit
- Determine plan for exhibitor solicitation (Who, when, how much)
- Engage with full team to solicit and secure exhibitors

Guest Experience:

- Guest experience is one of the most important aspects of the conference as it keeps our attendees engaged and eager to come back. (Busiest period – January through May)
- Look at the overall conference plans to determine how we can best support our attendees
- Focus on conference details such as:
 - Wifi throughout
 - Access to electricity

- Engaging guests in giving back
- Access to supports throughout their conference experience
- The “wow” factor from arrival to departure
- Theme for the event if needed Sunday and Monday night events

Marketing Chair and Committee: (Busiest period – August, November, January through May)

- Manage and update conference website
- Prepare and distribute pre-conference marketing materials
- Manage email communication to potential attendees
- Work with Florida Caucus, United Way Agencies and other organizations to spread the word about the conference
- Design and print conference signage and program
- Volunteers Chair and Committee: (Busiest period – March through May)
- Work with planning team to determine volunteer needs for throughout the conference
- Engage chapter members, conference attendees and local volunteer groups in fulfilling volunteer needs

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