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## AFP Suncoast February Newsletter

1 message

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Mon, Feb 15, 2016 at 5:50 PM

News from AFP Suncoast Chapter



## February Monthly E-Newsletter



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### Message from the President

I can't believe we are already in to the 2<sup>nd</sup> month of 2016; it seems like just yesterday we were heading in to the 2015 holidays. Where does the time go?

Even though January is behind us, there are still many things we should be thinking about for this year. February is the perfect time to "take inventory" of where you are in your career as a fundraiser. Take a moment and think

## Job Bank

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

### AFP Suncoast Chapter Administrator

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### 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!

Click [HERE](#) for more info.

## Job Bank

Whether you are seeking a job or have one to offer, the AFP Suncoast



about where you are today, where you've been and where you want to go. Make a list of these three things and analyze your future. Ask yourself the following questions: What else do I want to do as a fundraiser? What training do I need to get there? What certifications, degree programs, etc. should I consider? Add your answers to the list and prioritize. We hope that one of your goals is to become a Certified Fund Raising Executive (CFRE); and if you already hold this credential then we hope you've included ACFRE in your goals.

[READ MORE...](#)

## Welcome New Members

Kimberly Castendyk, Corvetts 4 St. Jude

Katrina Cox, AMI Kids

Lindsay Crossland, The Salvation Army

Connor Davis, St. Petersburg College Foundation

Emily Dey, Straz Center for the Performing Arts

John Everhart, Habitat for Humanity Pasco County

Heather Frazier, The Florida Aquarium

Shannon Jager, YMCA of Greater St. Petersburg

Zehra Kamal, Frameworks of Tampa Bay

Kathy Lopus, Quest, Inc.

Patricia O'Leary, Children's Cancer Center

Sarah Page, Quantum Leap Farm

Jennifer Renfroe, The Salvation Army

Audrey Wood

## March Luncheon

# Fundraising Marketing, Communications & Social Media

- **Telling the Story** - How to communicate your organization's message / mission effectively with target audiences, including current and potential new members
- **Integrated Communications** - Identify what elements of integrated communication are essential in order to strategically connect with your key target audiences or

Job Bank is a perfect place to find opportunities. Currently we have postings for the following:

- [Gift Planning Officer](#)  
January 12, 2016 (EST)  
American Red Cross
- [Coordinator of Volunteers & Special Events](#)  
January 26, 2016 (EST)  
St. Petersburg Free Clinic, St. Petersburg, FL
- [Development and Marketing Coordinator](#)  
January 26, 2016 (EST)  
Gulf Coast Jewish Family & Community Services - Clearwater, Florida
- [Associate Development Director](#)  
February 09, 2016 (EST)  
The Children's Home, Inc. Tampa
- [Grants Coordinator](#)  
February 09, 2016 (EST)  
Feeding Tampa Bay, 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.

organizational members

- **Digital Marketing Best Practices** - The dos and don'ts of digital marketing in 2016
- **Social Media** - The importance of social in today's society and how it can be used to reinforce brand story telling, communication, connect with donors and fundraising opportunities
- **Technology & Analysis** - The future of technology and analytics, and how both can be used to help develop and measure organizational growth

## PRESENTED BY:

David Capece, CEO Sparxoo [BIO](#)

Jill Witecki, Director of Marketing & Community Relations at Tampa Theatre [BIO](#)

**Tuesday - March 15, 2016**

**11:30 AM - 1:00 PM**

**Doors open at 11:30 AM**

**11:45 LUNCHEON BEGINS**

**11:00 Membership Orientation**

**Approved for 1 hour CFRE Credit**

## MEETING FEE

\$25.00 for Members

\$40.00 for Guests

**[CLICK HERE FOR MORE INFORMATION](#)**

## PROFESSIONAL DEVELOPMENT SERIES

We are excited to begin classes and study groups in the near future. Come and learn about some areas of development or learn about them all!! Speakers will be there to discuss specific areas of Fundraising and answer your questions. Here are the areas we will be covering over the 6 sessions: Management and Leadership in Non-Profits, Ethics and Accountability for fundraisers, their boards and volunteers and their organization, How to secure "the Gift" and other thoughts about Major Gifts, Donor Research and Prospecting Donors, Volunteer Management and

Donor Relationship Building concerning Planned Gifts. These sessions will be followed by study sessions for people that would like to prep for the CFRE



exam. You can come and brush up on your profession by learning from experts in the field as well as learn from your colleagues in the study sessions. Choose one, or choose them all. We have tried to make this affordable for all and cover the topics that are pertinent to you and your success as a professional.

## **Session Dates:**

March 10, 2016 - Intro Session - 3:00 TO 5:00 pm

Session 1 – March 15th - Management in Non-Profits

Session 2 – March 29th - Ethics and Accountability

Session 3 – April 14th - Securing the Gift – Majors Gifts

Session 4 – April 26th - Donor Research and Prospecting Donors

Session 5 – May 12th - Volunteer Management

Session 6 – May 24th - Donor Relationship Building – Planned Gifts

## **Costs:**

A study group would be \$10 per session or all 6 for \$50.

A class would be \$20 (and include the corresponding study group) or all 6 for \$100.

**[CLICK HERE FOR MORE INFORMATION](#)**

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