



Chandra Tracy <afpsuncoastchapter@gmail.com>

## AFP Suncoast June 2018 Newsletter

1 message

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Reply-To: AFP Suncoast Chapter <afpsuncoastchapter@gmail.com>  
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Fri, Jun 22, 2018 at 3:17 PM

News from AFP Suncoast Chapter

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# June 2018 E-Newsletter



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## Message from the President

### Summer Reading List

It's the season for vacations. Is yours scheduled? I hopeso. Getting away from your work is important.

So with vacation on my mind, I thought I'd suggest a few fundraising - or fundraising-adjacent - books for your summer readinglist.

[READ MORE....](#)



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Job Bank

### Welcome New Members

- Jordan Alvarez - Metropolitan Ministries
- Jacqueline Dryden - Alpha House of Tampa
- Libby Joyce - The Florida Aquarium

The \$50 discount on new memberships expires June 30th! If you have been thinking of joining or have colleagues who have not yet joined - this is the time to do it! There are only a few days remaining. Do not miss this opportunity. For details on membership coupons and payment plan options, contact Chapter Administrator Chandra Tracy at [afpsuncoastchapter@gmail.com](mailto:afpsuncoastchapter@gmail.com).

#### 2018 Board of Directors

Sara Leonard, CFRE ~ *President*

JL Bielon, CFRE ~ *President Elect*

Judy Anderson ~ *Immediate Past President*

Angela Pottinger ~ *Secretary*

Rich Strehl ~ *Treasurer*

- 
- Ellen Boczarski, CFRE
  - Julie Bostick, CFRE
  - Laura Rowe Grams
  - Tammy Leventis
  - Joanne Linkner
  - Bill Merchant
  - Jennifer Moore, CFRE
  - Julie Perrelli
  - Brenda Rouse, CFRE
  - Debbie Sokolov, CFRE
  - Merrill Stewart, CFRE
  - Michelle Turman, CFRE

**\$50 Professional & Associate New Member Discount!**

In honor of our 58th Anniversary, AFP will be offering a \$50.00 discount to new members joining in the Professional and Associate Member categories by June 30, 2018.



The discount applies to \$50.00 off the International portion of the dues. Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment. \*Coupon must be included with payment.

To join online, go to [www.afpnet.org](http://www.afpnet.org) and use Promo Code: AFP2018

One coupon per new member. Expires June 30, 2018  
Questions, call the AFP Membership Department at (800) 666-3863.

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#### AFP Suncoast Chapter Administrator

Chandra Tracy  
 (727) 642-9000  
[afpsuncoastchapter@gmail.com](mailto:afpsuncoastchapter@gmail.com)

## The Art and Science of Retaining Digital Donors

### Steven Shattuck with Bloomerang



Retention is your most important fundraising strategy, and your online donors are seriously at risk. Among all your donors, they are the least likely to renew their gifts – unless you take specific, creative steps to engage and thank them.

This session will help you discover how to maximize the retention rates of your digital donors. We will examine the attributes of online donors, and outline the retention strategies that work best for this slice of your donor database.

*Learning Outcomes:*

- Understand what makes online donors tick (their habits, patterns, likes and dislikes)

#### 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 Job Bank is a

perfect place to find opportunities. Currently we have postings for the following:

- [Executive Director](#)

May 24, 2018

Neighborhood Care Network - Pinellas County, FL

- [Grant Writer](#)

May 24, 2018

Alpha House of Tampa - Tampa, FL

- [Campaign & Special Event Coordinator](#)

May 24, 2018

Florida Hospital Tampa - Tampa, FL

- [Operations Coordinator](#)

May 28, 2018

Florida Hospital Tampa - Tampa, FL

- [Program Administrator](#)

June 11, 2018

Cultural Arts Commission - Tampa, FL

- [Director of Development/Advancement](#)

June 11, 2018

St. Lawrence Catholic School - Tampa, FL

- [Membership Coordinator](#)

June 11, 2018

Tampa Bay Watch - Tierra Verde, FL

- [Alumni Relations and Special Events Coordinator](#)

June 17, 2018

Tampa Catholic High School, Tampa, FL

- [Community Development Manager](#)

June 17, 2018

- Learn how to formulate a retention strategy for online donors
- Understand best practices in digital communications including gift acknowledgement and social media content.

## Tuesday - July 17, 2018

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

### Doors open at 11:30 AM

11:00 Membership Orientation  
 11:30 Networking  
 11:45 Announcements  
 12:00 Program

## Centre Club

123 South Westshore Blvd

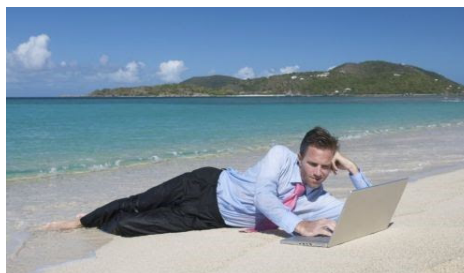
Tampa FL 33609 - [DIRECTIONS](#)

**FOR MORE INFORMATION!**

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## Scholarships

**Summer can be the best time for professional growth and development**



It's true! Professional development in the summer is a completely different mindset! It can help us renew and recharge, and it doesn't feel anything like work...just like a vacation!

As a member benefit, your AFP chapter has established a scholarship program to help make these important revitalizing opportunities accessible to you. To view the various opportunities and qualifications for an AFP Scholarship, visit <http://afpsuncoast.org/Scholarship>.

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## Mix and Mingle Florida CraftArt

Community Action Stops Abuse,  
CASA St. Petersburg, 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.

Come and mingle with your local peers in a casual and fun setting. Sign up for the optional Mural Tour and walk with a guide to several locations in downtown St. Petersburg to view and learn about these creative works of art. Or just stay and schmooze with your friends and enjoy the Florida CraftArt gallery.

## Thursday, September 20, 2018

5:00 p.m. to 7:30 p.m.

6:00 p.m. - 7:00 p.m. - Mural Tour

**\$15 per person - includes Mural Tour, light hors d'oeuvres and one drink (cash bar)**

[Click Here For More Information](#)

Florida CraftArt  
501 Central Avenue  
St. Petersburg, FL 33701

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## AFP Florida Caucus: Impact in Actions

In November 2017, the AFP Florida Caucus decided to support one of our own, the Puerto Rico Chapter, upon the aftermath of Hurricane Irma. Each chapter was asked to consider a \$100 contribution towards a program, Popular, that is providing assistance to those recovering from the storm. To date, all chapters have contributed and to date over \$6,100,000 has been raised towards this effort. Please visit (insert link [www.popular.com/en/embracing-puerto-rico/](http://www.popular.com/en/embracing-puerto-rico/)) to see our impact by the numbers. We are proud to stand in solidarity with our neighbors!

*The AFP Florida Caucus is a coalition of the 18 AFP Florida Chapters and the Puerto Rico Chapter. The AFP Florida Caucus is dedicated to advancing philanthropy by enabling people and organizations to practice ethical and effective fundraising through education, training, mentoring, research, credentialing and advocacy; and under an informal joint relationship, convene as a group to conduct statewide business of interest to the chapters as well as sponsor and conduct a statewide educational event Planet Philanthropy.*

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## CFRE Application Deadline

If you've been finalizing your CFRE application, now is the time to polish it up and submit! Get yours in by the July 15 deadline to get one step closer to becoming a Certified Fund Raising Executive. Once your application is approved, you'll be eligible to sit for the CFRE exam. Learn more at [www.cfre.org/apply](http://www.cfre.org/apply).

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