



Contributions

March 2015

Letter from the President

January was National Mentoring Month, but don't let that stop you. Mentoring happens all year round!

Those of us with a few miles under our belts can all point to people along the way who have been our guides. Whether they were personal, professional or spiritual mentors; I know that mine had a profound influence on me.

I remember one of my first professional mentors. He was the founding partner of a firm where I was hired as a brand new paralegal. 80 years old, white haired and dressed like Atticus Finch, he took a nap every day behind the closed door to his office. He brought me apples from his farm and told me stories about his children and theirs. Along the way he taught me how to write really good estate planning documents. "If you don't know what they say, how are our clients going to

understand them? Write them in English, please. Lose the legalize."

But he taught me much more than how to write wills. He was a kind and compassionate leader. He treated everyone with respect and patience, whether they were his law partners or file clerks. His example has remained with me for a lifetime. When Mr. Hopkins died I told his wife that I hoped someday I would be able to have the same influence on a young professional as he'd had on me.

As I matured in my career, my wish came true. I have had the pleasure of mentoring young professionals - especially my students. I'm not sure they think of me the same way I think about Mr. Hopkins, but it is truly a joy to see them blossom and to know that I had some small part in helping to make it happen. I thought Mr. Hopkins

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MISSION STATEMENT

AFP Greater Cincinnati Chapter, an association of professionals, advances philanthropy by enabling its members and nonprofit organizations to practice ethical and effective fundraising that changes our community for the better.

The Association of Fundraising Professionals (AFP) represents more than 30,000 members in 200 chapters throughout the world, working to advance philanthropy through advocacy, research, education, and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

SAVE THE DATE

411 on the CFRE
May 12, 2015

CFRE Review Course
September 17-18, 2015

2015 AFP Greater Cincinnati Executive Committee & Board of Directors

Executive Committee

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Vice President of Membership

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Director of Fundamentals of Fundraising

Shannon Isaacs



AFP Board Members 2015

Front Row: (left to right) Heather Sherwood, Adrienne McDade, Meghan Cummings, Sydney Schnurr

Back Row: Maureen Gregory, Megan Betsch, Norah Mock, Shannon Issacs, Lizzy Davis, Julia Morton, Chris Owens, Ken Coggeshall, Kitty Beck, Tricia Sunders, Sarah Seigrist, Kara Shibiya, Jim Hudson, Michael Huber, Mellissa Gayer

Not pictured: Chris Martin, Vanessa Mosley, John Olberding, Betsy Baugh, Liz Flynn, John Banchy, Jessica Salyers, Tara Noland, Victoria Parks

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We Gratefully Acknowledge Our 2015 Newsletter Contributors:

Kitty Beck
Mellissa Gayer
Maureen Gregory

Jim Hudson
Sharmaine McLaren
Norah Mock

John Olberding
Sydney Schnurr
Kara Shibiya

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This newsletter may contain links to web sites that are created and maintained by other organizations. The Newsletter does not necessarily endorse the views expressed on these web sites, nor does it guarantee the accuracy or completeness of any information presented there.

Applications are currently being accepted for the 2015 Mentoring Program!

Steven Spielberg once said that “the delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

AFP of Greater Cincinnati is currently searching for individuals interested in serving as Mentors and Mentees for the 2015 Mentoring Program that will run from April 1–December 31, 2015.

Do you feel as if your knowledge and experience could be beneficial to someone relatively new to the fundraising field? Do you have a desire to help others reach their fullest potential? If so, then you would make a great Mentor!

Mentor qualifications are as follows:

- Ten+ years of experience in the field of fundraising/development.
- Willing to provide guidance, wisdom and support to a Mentee.
- Commit to being a Mentor for 8 months (April–December).
- Commit to meeting with your Mentee once a month for about an hour.

OR...

Are you relatively new to the fundraising field? Is your professional development in a rut? Would you like to learn from someone who has a plethora of experience and a passion for helping others achieve their professional goals? If you answered “yes” to any of these questions, then you would make a great Mentee!

Mentee qualifications are as follows:

- Must be relatively new to the field of fundraising/development (less than 5 years of experience) or in a season in which you feel like you need some professional guidance.
- Willing to identify areas of focus to work on with your Mentor to achieve personal and professional growth.
- Willing to prepare questions and goals in advance to make the most of the time spent with your Mentor.
- Commit to being a Mentee for 8 months (April–December).
- Commit to meeting with your Mentor once a month for about an hour.

To obtain an application to become either a Mentor or a Mentee, please visit www.afpcincinnati.afpnet.org, click on professional resources and mentoring or email Jim Hudson at jimh@dsagc.com. The deadline for applications is March 20, 2015.

Letter from the President *(Continued)*

was doing it all for me - now I know he was getting the same satisfaction out of our relationship as I.

AFP’s Mentoring Program offers an opportunity for seasoned professionals to give young members the experience I had with Mr. Hopkins. Whichever side of your career you find yourself, mentor or mentee, this can be a life-changing experience.

Please consider being part of the program. You won’t regret it - Mr. Hopkins and I promise.



Sincerely,

A handwritten signature in black ink that reads "Sydney S. Schnurr".

Sydney Schnurr, CFRE

President

AFP Greater Cincinnati Chapter

Blurred Lines: Fundraising and Advocacy

By Sharmaine McLaren



What role, if any, do nonprofit organizations (NPOs) play in the public policy process? Can NPOs raise funds specifically to support their advocacy efforts? Is advocacy fundraising? Should all NPOs seek to impact policymaking, or only social service providers? Must NPOs have a 501(c)(4) IRS designation in order to lobby? What are the legal limitations on 501(c)(3) political engagement? These are but a few of the questions I had hoped to answer, when I began my graduate study nearly two years ago. And, as a fundraising professional for nearly fifteen years, I began this study believing I had a good foundation of knowledge on the subject. I was wrong.

Did you know the nonprofit sector was the only sector which did not experience a decline in employment during the last recession? Did you know the nonprofit sector is the 3rd largest employer in the nation? Did you know that due to a perfect-storm of political and economic influences, the nonprofit sector has more reasons than ever to become a principal player in the policymaking process?

In October of 2010, the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) convened a group of thirty nonprofit scholars and leaders to explore public policies' impact on the nonprofit sector. The gathering focused on how public policy helps or harms the ability of organizations to fulfill their missions. The group identified five areas of new research needed to address public policies' impact on nonprofits. Of those areas, scholars agreed if the sector is to move forward, NPOs must understand how to participate in policymaking, specifically the boundaries between advocacy and political engagement.

A member of the Association of Fundraising Professionals (AFP) for many years, I did not have to look far for experts in the field of NPO advocacy. In July 2013, I contacted Meghan Cummings, then President of the Cincinnati Chapter of AFP, and through

her, connected with Jason Lee, General Counsel and Director of Public Policy for AFP. Conversations with Lee confirmed ARNOVA's assertion: the role of NPO as service provider, advocate, and political influence is evolving and is poised to become a powerful political and economic force. In support of my field research, Lee suggested speaking with nonprofit leaders currently working in the field of public policy.

The interviewees included Steven S. Taylor, Senior Vice President and Counsel for Public Policy for United Way Worldwide, Neal Denton, Senior Vice President and Chief Government Affairs Officer, Government Relations and Policy for the YMCA of the USA, and Chanelle Hardy, Senior Vice President for Policy and Executive Director, National Urban League Policy Institute. Their responses and contemporary field research helped to formulate the research study recently distributed throughout Ohio on my behalf by Sydney Schnurr, current President of AFP's Cincinnati Chapter.

The title of the survey is Nonprofit Advocacy in a Post-Recession Economy, and through a series of multiple choice and open ended questions, seeks to better understand how NPO leaders participate in political advocacy, and/or if their advocacy efforts were impacted by the recent economic recession.

Focusing on three primary areas of information demographic, beliefs, and assumptions, the study seeks to answer the following questions:

1. Does the size and/or capacity of an NPO impact advocacy efforts?
2. Do NPOs understand the legal limitations of 501(c)(3) political engagement?
3. Are NPOs working collaboratively in their political advocacy efforts?

All AFP members working for a 501(c)(3) organization are urged to participate. The more data collected, the stronger the findings. No personal/identifying data will be collected, making participation completely anonymous. To participate in the study

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AFP Senior Network Advanced Professionals (SNAP) Group Launched

The Senior Network of Advanced Professionals is an informal networking group instituted in 2014 to occasionally bring together those in the profession who measure their experience in decades rather than years. Typically, a group of 12–24 will meet for dinner at the Phoenix downtown on a weekday night. There is no formal program—group discussion seems to naturally turn to the concerns of the day—but sometimes there is a special guest. Last year, for example, Gail Perry joined the group the evening before her half-day presentation.

Tentative plans for 2015 include a similar dinner with a special guest in May, with one or two more gatherings throughout the year. If you are a qualified “senior” in the fundraising profession and want to be included in notifications for these dinner get-togethers, please pass your name to Jill Claire with Cincinnati AFP afpcincinnati@gmail.com or contact Chair John Olberding at john.olberding@chanticleersonsulting.com or (513) 382-1854.

Our Chapter is Growing!

Please welcome our newest members of the AFP Greater Cincinnati Chapter! We are happy to welcome you as part of this great organization.

December 2014 New Members

Liz Carter	Lianna Melvin
Mary Beth Johnson	Tyler Montgomery
Daniel McManus	

January 2015 New Members

Lori Asmus	Mary O’Connell
Geoff Daniels	Carolyn Shockley
Heather Kaufman	Dorothy Witter
Donna King	



Pay for Two Years in Advance— Save \$60.00!

For Professional and Associate Members (Look in the Category field on the AFP Membership Renewal) pay for two years of AFP Membership NOW and Subtract \$60.00 from the Total.

1. Fill in your member ID and name:

MEMBER ID _____

MEMBER NAME _____

2. Calculate your new Total Due:

Total Due On Enclosed

Renewal Notice: \$ _____

Multiply x 2 Years: = \$ _____

Deduct: \$ - \$60.00

Total To Remit: = \$ _____

3. Submit the “Total To Remit” for reimbursement to AFP
4. Include this coupon with your renewal.
5. Remember to sign your adherence to the AFP Code of Ethical Principles and Standards on the Membership Renewal Form.

PLEASE NOTE: No refunds will be authorized through this program.

2YRSDISC

Upcoming 2015 AFP Member Events

March 2015

Thursday, March 19 5:00–7:00 p.m.

Member Meet & Greet

Location: The Rookwood Bar & Restaurant
1077 Celestial St., Cincinnati, OH 45202

Please join fellow AFP members and friends to network in a casual setting. We encourage you to bring a friend or a prospective new member!

Registration: scivitulo@catholiccincinnati.org.

AFP Members: Free

April 2015

Wednesday, April 1 7:45–9:30 a.m.

Networking & Knowledge Breakfast

Topic: “The Donor’s Perspective: A Compelling Case for Support”

Speaker: Becky Sittason, Executive Director,
UC Health Foundation

Location: Cincinnati Red Cross
2111 Dana Ave., Cincinnati, OH 45207
(513) 579-3000

Registration: registerafp@gmail.com
Please include your contact information or email signature.

*Your registration is a financial commitment

AFP Members: Free Non-Members: \$25
Students (with valid I.D.): Free

Friday, April 17 7:45 a.m.–5:00 p.m.

Saturday, April 18 7:45 a.m.–3:00 p.m.

Fundamentals of Fundraising- 2015 Sprint Session

Friday, April 17 (Modules 1-4)

Saturday, April 18 (Modules 5-7)

Speakers: Multiple

Location: Down’s Syndrome Association of Greater Cincinnati
4623 Wesley Ave., Cincinnati, OH 45212
(513) 761-5400

Module 1: Overview of Fundraising
Module 2: Developing an Integrating Fundraising Program
Module 3: Marketing for Ongoing Success
Module 4: Building and Sustaining Relationships
Module 5: Securing the Gift
Module 6: Volunteers—Partners in Fundraising
Module 7: Management & Accountability

Registration: Please contact the AFP office at registerafp@gmail.com or Shannon Isaacs at shanisaacs@gmail.com. Please include your contact information or email signature.

AFP Members: \$390 Non-Members: \$490
**Please note: this class is a financial commitment. There will be a 20% cancellation fee if you cancel your reservation within 7 days of this event. Thank you for understanding.*

CFRE Continuing Education Points: 16

May 2015

Tuesday, May 5 8:00–11:30 a.m.

AFP Greater Cincinnati Presents: Penelope Burk
8:00–9:30 a.m. 1st Session: “Donor Centered Leadership”
9:30–10:00 a.m.: Networking Break
10:00–11:30 a.m. 2nd Session: “If I Had the Time”

Location: United Way of Greater Cincinnati
2400 Reading Rd., Cincinnati, OH 45202
(513) 762-7100

Registration: Please contact the AFP office at registerafp@gmail.com. Please include your contact information or email signature.

AFP Members: \$55 or \$50 with three or more registrations
Non-Members: \$75 Students: \$25

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Upcoming 2015 AFP Member Events *(Continued)*

June 2015

Wednesday, June 3

7:45–9:30 a.m.

Networking & Knowledge Breakfast

Topic: “Adaptive Leadership”

Speaker: Rick June, Professor, Strategic Leadership,
University of Dayton, School of Business

Location: Cincinnati Red Cross

2111 Dana Ave., Cincinnati, OH 45207
(513) 579-3000

Registration: registerafp@gmail.com

Please include your contact information or
email signature.

*Your registration is a financial commitment

AFP Members: Free

Non-Members: \$25

Students (with valid I.D.): Free

Blurred Lines: Fundraising and Advocacy *(Continued)*

go to: https://docs.google.com/forms/d/1SCj-iBd6dmkLEjrV4HW6QGEzzxnmnl--hn7XLjlyNXU/viewform?c=0&w=1&usp=mail_form_link.

A combination of decreased charitable giving, state and federal budget deficits, and changes to charitable giving tax code threaten NPO service and sustainability. These converging factors have brought nonprofit advocacy to the forefront of sector concerns. As a fundraising professional, my goal in this study is to

discover what our sector needs, in terms of resources, knowledge, and support. Armed with this information, we can train and prepare to assume our place in the policymaking table, without fear of reprisal.

Data collection for the study concludes on March 31, 2015. Please help inform this study with your participation. Conclusions and findings will be published in your AFP newsletter in July 2015. Together, we can prepare our NPOs for the evolution.

One on One with A New AFP Greater Cincinnati Board Member

Norah Mock, CFRE

**AFP Board: Director of Certification
Senior Giving Strategies Officer, The Greater
Cincinnati Foundation**

How did you first hear about or become involved in AFP?

I attended an AFP International Conference in Baltimore when I was working at Xavier University in 2004. Since then AFP has been a great continuing education resource.

When did you start your fundraising career?

In 1994 I answered an ad in my church's bulletin for a part time capital campaign coordinator. The rest is history.

What do you wish other people knew about the fundraising profession?

People who have not worked in development will say that they think a fundraising job would be awful - they "could never ask people for money." I wish more people understood that it's not about asking people for money – it's about helping individuals make a difference in the world through their philanthropy. Helping to connect people's passions and interests with nonprofit

organizations that make a difference on issues the donor cares about is a privilege. It's a tremendous gift to be a part of the change and impact that philanthropy makes happen.

What is the best career advice you have ever received?

Be a good listener and be open to change.

What has surprised you most about working in fundraising?

The overwhelming commitment and generosity of people in Cincinnati and Northern Kentucky who support so many social and cultural issues.

Tell us something about yourself that may surprise people.

I'm a closet introvert.

What do you do when you aren't working?

I like walking around Cincinnati and Northern Kentucky, attending theatre around town, spending time with family, and am currently immersed in wedding planning with my youngest daughter who gets married in July.

Calling all CFRE Members!

We need YOU!

We are seeking panelists and presenters to assist in our CFRE prep programs; 411 on the CFRE (May 12) and the CFRE Review (Sept. 17–18).

You've taken the exam – you know what it takes to prepare. CFRE International provides review materials

for the review course – but your personal experiences and insight will make this review program even more valuable. Please contact Norah Mock, CFRE at mockn@gcfdn.org or call 513-680-7784 if you are interested in serving as a panelist or presenter in either of these programs.

Interested in the CFRE?

Have you been a fundraising professional for 5 years or more?

Are you proud of your career?

Are you interested in attaining a professional certification that acknowledges you as a leader in fundraising with a wide breadth of knowledge?

Then consider preparing for the Certified Fund Raising Executive (CFRE) exam, the global standard for the fundraising profession. The CFRE exam is a generalist exam designed to test the knowledge and skills you use on the job on a daily basis. It is designed to test mastery of knowledge of best practices and how to apply them.

Your AFP Cincinnati Chapter is here to help you prepare for the exam.

The 411 on the CFRE

Tuesday, May 12 8:30–10:00 a.m.

Presenter: Norah Mock, CFRE and a panel of recent CFRE recipients

Interested in learning more about the CFRE? This session will explain the certification process and help you prepare to pass the exam. Hear from members who have already passed the CFRE test about the application process, question logic and study tips. Leave with knowledge to develop a personal strategy to prepare for the exam with the confidence to succeed.

Location: Shriners Hospitals for Children–Cincinnati
3229 Burnet Ave., Cincinnati, OH 45229-3095
(513) 872-6000

Parking: FREE; Access the Shriners Hospitals for Children-Cincinnati garage at the rear of the hospital by turning onto Albert Sabin Way.

Registration: registerafp@gmail.com. To register, simply click on the email link and let us know to count you in for this event (please include your contact information or email signature).

*Your registration is a financial commitment.

AFP Members: Free Non-Members: \$20

CFRE Review Course 2015

Thursday, September 17 8:30 a.m.–4:00 p.m.

Friday, September 18 8:00 a.m.–12:00 p.m.

Presenter: Norah Mock, CFRE, along with other CFRE presenters

AFP's CFRE Review Course offers development professionals an opportunity to review the main components of a complete fundraising program. It is a two-day, intensive program the purpose of which is to provide an overview of skills, techniques, and program components based on fundraising experience at the five-year level.

Location: Shriners Hospitals for Children–Cincinnati
3229 Burnet Ave., Cincinnati, OH 45229-3095
(513) 872-6000

Parking: FREE; Access the Shriners Hospitals for Children-Cincinnati garage at the rear of the hospital by turning onto Albert Sabin Way.

Registration: registerafp@gmail.com. To register, simply click on the email link and let us know to count you in for this event (please include your contact information or email signature).
Please Note: There will be a 20% cancellation fee if you cancel your reservation after September 11, 2015.
Thank you for understanding.

Registration Deadline: August 30

AFP Members: \$390 Non-Members: \$490

CFRE Continuing Education Points: 13.75

Confessions of a CFRE Scholarship Recipient

By Kara Shibiya, CFRE



Last fall I took a huge step in my professional journey as a fundraiser when I decided to take the plunge and sit for the Certified Fundraising Executive (CFRE) exam, gulp! I was especially thrilled and honored to receive our chapter's 2014 CFRE Scholarship to cover my exam fee. Today, I'd like to share with you some of the highs and lows of that journey, hopefully inspiring you to jump on board the CFRE-wagon, and also to express my sincerest thanks to our chapter for the honor to represent AFP as a scholarship recipient.

This journey didn't start when I completed my application and hit the submit button a few months ago. It started back in 2010 after meeting a woman named Susan W. Plageman, CFRE. She was the VP of Development at the Cincinnati Symphony Orchestra and I was her newest employee. I was a few years into my fundraising career and beginning to develop ideas around the type of fundraiser I wanted to be. I was eager to learn more, do more, and be more.

To sum Susan up in one sentence would be impossible, so I'll start by saying that she was the epitome of the professional woman I hoped to be. She was vivacious, smart as a whip, and drew people in with her magnetic personality. Those who worked for her innately gave 110%; not because she demanded it, but because we respected her work, her leadership and her vision whole-heartedly. She brought her "A" game and we were all inspired to bring ours.

Susan was a proud CFRE, even receiving the prestigious national AFP Fundraiser of the Year recognition in 2003. She encouraged her employees to become involved actively in our local chapter and was steadfast in her support of professional development opportunities, like the CFRE. She was a champion for AFP and empowered us all to aim for a CFRE credential. She was the mentor I needed; the one who planted the CFRE seed and helped it to grow.

Tragically, in 2014 we lost Susan to a hard-fought battle with cancer. Even in the midst of fighting a life-altering illness, she was a beacon of light and inspiration to those around her; her family, her friends, and the lucky ones who had the opportunity to work under her leadership. Her passing was without a doubt a low-point in this journey, but the legacy she left behind was beyond inspirational. After her passing, I began to examine my own impact in this profession and the ways I too could grow and serve others in our field, much like Susan did for me. Sitting for the CFRE exam was the perfect next step.

Now, it's one thing to gather your CEU's, update your application and plan for when you might test, but it's a whole other level of excitement to officially submit the application, receive your test approval and schedule your test date. Once you've received that test date, the train has left the station and you've got a first class ticket to Test-ville...or is it Stress-ville? Either way, it's thrilling and terrifying at the same time.

As the 2014 CFRE Scholarship recipient, I kept thinking to myself, "I can't be the one scholarship holder who doesn't pass the exam!"...thankfully, that did not happen. What did happen was this: I hunkered down and studied hard for several weeks leading up to the exam. I made study dates with friends and talked with others who had taken the exam. I read through the practice questions for what seemed like the 1000th time and then on the test day—I "let it go" (cue Disney's Frozen here). I took a deep breath and reminded myself that the last several years have prepared me for this day, not just the time I spent studying (and yes, I made flash cards).

Through my experience navigating the CFRE, I can offer two tips for those preparing to take a similar step in their own journeys. Tip #1) Discover your motivation for wanting to achieve that CFRE. Whether it's to advance your career, follow in the footsteps of your mentor, or just because you want those fancy letters at the end of your name, find your personal passion and stick with that end goal. You'll mentally come back to it when

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Confessions of a CFRE Scholarship Recipient *(Continued)*

you're in the middle of a hard study session. Tip #2) Plan for your post-test celebration. You'll be mentally drained after all that hard work and a celebratory dinner and drink are exactly what you'll need, and want. After all, you will have achieved a huge accomplishment!

That evening, my CFRE celebration dinner of pizza and chocolate cake was hands-down one of the best meals I'd had in a long time. Now the pizza was the same take-out pizza we always ordered and the cake was a box-mix, but it tasted a little sweeter with a good dose of personal triumph mixed in and shared with friends and family. It was a well-deserved sigh of relief, whew!

And while all of you weren't sitting at my table that evening celebrating, I want to virtually share this celebration with you too: my fellow AFP members. Our chapter's scholarship program helped make this

accomplishment even more meaningful, providing the financial support to cover my exam fee. I was thrilled to receive such an honor! It's through the support of members like you and the dynamic leadership of our chapter's board that continue to make possible these opportunities for future CFREs. So, a **huge THANK YOU** to the Scholarship Committee, the AFP Board of Directors, and to our members for helping playing a part in my journey; I'm beyond grateful.

Finally, I want to share this victory celebration with one more person: my mentor, Susan W. Plageman, CFRE. Susan, you are still the epitome of the professional woman I hope to be. It is because of you that I'm sharing these words with my AFP colleagues and because of you that those four letters are now permanently affixed to my last name. Cheers to you Susan; I couldn't have done it without you.