

Letter from the President

The best part of leading this very special chapter (well, besides having lunch with Drew Lachey) was meeting so many of you. I have spent my entire fundraising career in the arts sector and while I believe that it is an important part of the nonprofit community, it is only a small segment of it.

I have met people who raise money for the homeless, for children, for battered women, for addiction clinics, for hospitals and universities, for animals, for people with disabilities, for veterans – and the list goes on.

As 2015 draws to a close, please know that what you do is critical to a civil society. Your work is important. You are important. Give yourself a holiday hug.

I want to close out my time as president by sharing a blog post written by Penelope Burk, which serves as the last chapter of her book *Donor Centered Leadership*.

Keep the lights burning – you make a difference.



Sydney S. Schnurr

Sydney Schnurr, CFRE
President
AFP Greater Cincinnati Chapter

Because of You

In an operating theatre, Dr. Grant is up to his elbows in someone's intestines. Dr. Grant saves lives and makes a very comfortable living doing so.

The first time he thought about becoming a doctor was in high school. A guest speaker, a heart specialist, had come to his private school on Career Day to talk about what it takes to get to the top of his profession. Dr. Grant

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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

AFP Chapter Scholarships Due
March 7, 2016

New Faces of Fundraising
Application Due
February 19, 2016

AFP International Conference
March 20-22, 2016, Boston, MA

2015 AFP Greater Cincinnati Executive Committee & Board of Directors

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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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Letter from the President *(Continued)*

was enthralled. His young imagination took flight and he was hooked. Career Day took place in the school's new auditorium (part of a recent campus-wide expansion) and generous corporate sponsorship covered the cost of the event. You raised the money for both.

Dr. Grant applied himself in high school, helped substantially by access to state-of-the-art labs and excellent teachers. Your fundraising made them possible. He applied and was accepted to a prestigious university. While the fees were substantial, they represented only a portion of what his education actually cost. The rest was quietly subsidized by donors whose generosity and foresight reached back over two hundred years. Their willingness to give was a product of your encouragement; their action a result of your diligence. Dr. Grant's university education was made easier along the way by several scholarships. You raised that money, too.

Through his undergraduate and graduate degrees, internship and residency, you were there, working invisibly alongside him to help Dr. Grant accomplish his goal. Your fundraising built the residence he slept in, the library he studied in, the classroom he learned in and the campus hospital in which he practiced.

Twenty years later, here he is in Operating Theatre Six in the Northeast Wing of a world-class hospital, deep into his work. You raised the money for Theatre Six as well as Theatres One through Five. You raised the money to build the Northeast Wing and, come to think of it, the entire hospital.

On the table lies the unconscious but soon-to-be-grateful patient. She has been through a lot lately, but conclusive evidence from a CT scan has put her here today. Her life will be saved. You raised the money that paid for this equipment. Surrounding Dr. Grant is

a plethora of machines, devices and tools keeping his patient alive and making his work possible – all thanks to your fundraising efforts.

Surgery goes well and Dr. Grant transfers responsibility to his five-member team, all of whom got to where they are today because of donors – and you. He's thinking ahead to tonight and a well-earned diversion.

He's going to see a new play that's generating a lot of buzz. Tickets were very hard to get. When he sinks into the unexpectedly comfortable seat (donor's name on the back – you did that) in the newly refurbished historical theatre (you again), he'll read the program while he waits for the curtain to rise. You found the sponsors for this publication, sold the ads, and negotiated the printing at cost.

The play will not disappoint. Shouts of "bravo" and three curtain calls will bring the newly discovered playwright and his director to the stage. The director will make an impassioned, off-the cuff speech about encouraging young talent; the playwright will talk about his inspiration and the intricacy of his dialogue. No one will mention the equally intricate grant application you wrote that raised the money that launched the New Playwrights Development Program that brought these two artists together that made tonight possible.

When the evening is finally over, Dr. Grant will step out of the theatre into a night that will be colder than expected. He will turn up the collar of his coat and quicken his pace towards his car. Without noticing, he will pass under a sign that reads, "Global Environment Association, Foundation Office."

Three stories up, a light will still be burning.

National Philanthropy Day 2015

An enthusiastic crowd of nearly 900 people attended the National Philanthropy Day (NPD) luncheon on November 12th at the Duke Energy Convention Center. As AFP's annual, signature event, NPD brings together businesses, nonprofits, philanthropists and volunteers to celebrate our vibrant philanthropic community, as well as honor those who make Greater Cincinnati a stronger and thriving community.

Community awards were given for Philanthropist of the Year to Otto M. Budig, Jr., nominated by Cincinnati Playhouse in the Park, University of Cincinnati, Cincinnati Ballet, Cincinnati Shakespeare Company, Cincinnati Symphony & Pops Orchestra, Ensemble Theatre, Music Hall Revitalization Company, and The Carnegie; Volunteer of the Year to Dianne M. Rosenberg, nominated by The Greater Cincinnati Foundation, 4C for Children, Cincinnati Symphony Orchestra, and Cincinnati Parks Foundation; and Outstanding Youth in Philanthropy to Connor Reed Thomas, nominated by Darius Powell, Michael Schmidt, and Erman Thomas. This year, a special recognition was given to Drew Lachey as an Ambassador of Philanthropy

for serving as a spokesperson and champion for the power of philanthropy and the arts in Cincinnati. Attendees learned more about how the award winners inspire change through videos produced by Prestige AV & Creative Services, and heard generous remarks from the winners upon acceptance of their awards, which were uniquely hand-designed, made and donated by Streets of Manhattan, LLC.

John Lomax, Local 12, was welcomed as the returning Emcee to the annual event. Honorary Chairperson, Alecia Kintner, President & CEO of ArtsWave, imparted her own thoughts on the value of philanthropy in our community, evident by the example ArtsWave sets through its strong presence and leadership in Greater Cincinnati. Attendees also heard from keynote speaker, Jamie Bennett, Executive Director of ArtPlace America, on "creative placemaking", a process of intentionally integrating the arts into place-based community planning and development. Numerous nonprofit organizations also took the opportunity to bring benefactors, volunteers and special friends to NPD who have supported their missions and work, recognizing them as Honorees.

Thank you to all the attendees for making this our largest luncheon to date! And a special thank you to the following sponsors for helping to make this community celebration possible:

- Presenting Sponsor- Fifth Third Bank Foundation
- Keynote Speaker/Artist- This event was funded in part by a grant from The Carol Ann and Ralph V. Haile Jr. / U.S. Bank Foundation
- Platinum Sponsor- Mercy Health Foundation, Photonics Graphics, Plan-It Now, Prestige AV, University of Cincinnati, and UC Health
- Media Sponsor- Express Cincinnati
- Gold Sponsor- Duke Energy Convention Center
- All of our Bronze and Patron sponsors.

We hope to see you at next year's National Philanthropy Day!



Ambassador of Philanthropy, Drew Lachey; NPD Honorary Chair, Alecia Kintner, President & CEO, ArtsWave; AFP Greater Cincinnati Chapter President, Sydney Schnurr; Philanthropist of the Year, Otto M. Budig, Jr.; NPD Keynote Speaker, Jamie Bennett, Executive Director of ArtPlace America; Volunteer of the Year, Dianne M. Rosenberg; Outstanding Youth in Philanthropy, Connor Reed Thomas.

National Philanthropy Day Sponsor Spotlight

Twenty years ago, Express Cincinnati began showcasing arts and philanthropy in the Queen City. The current December issue will be the final one named “Express.”

Co-publishers Thom and Elizabeth Mariner spent the past six months gathering information and feedback from readers, advertisers and nonprofit leaders to learn how a publication might better serve the needs of each segment. In response, they are crafting a new print and online magazine, with a new name, refined content, much better paper, more portability, plus an improved website for more timely delivery of news.

The Mariners, who bought Express in 2008, have long wanted a name that quickly and effectively conveys the nature and purpose of their publication, which showcases those making significant contributions of time, talent and treasure to the nonprofit sector. So, beginning with their February 2016 issue, “Express Cincinnati” will become “Movers & Makers.”

With this new publication, the company is making a much more focused commitment to “involve, inform

and inspire” readers to greater investment in nonprofit causes by shining a light on these movers and makers and to illustrate nonprofits’ impact on the community.

In reshaping their publication, the Mariners struggled with how to showcase the broad and diverse nonprofit sector as a whole. They came to realize there is one universal factor: people with passion.

According to Thom Mariner, “‘Movers’ are the catalysts – the board members, sponsors, volunteers or administrators who make it possible for nonprofits to do such great work. ‘Makers’ are the creatives – those with vision and talent and new ideas. They do, they make, and they shape our future.”

Thom Mariner encourages nonprofits to help identify people doing unique, transformative work and to send news about initiatives making a special impact on the community. Along with the new name, the Mariners are upgrading the print publication to a glossy paper stock. “You’ll see richer color and far better print quality,” said Elizabeth Mariner, “to better reflect the sophistication of our content, our readers and our advertisers.”

The new website, moversmakers.org, will have an active events calendar and fresh content every weekday, for readers to share with others. Their formal launch is Wed., Jan. 27th. And speaking of sharing, the Mariners plan to work more closely with nonprofit leaders to continually refine the company’s relationship with the overall community. They will actively seek input and feedback, as well as advocacy and support from nonprofits. “We need each other in order to thrive,” said Thom Mariner.

So, this February, where you usually look for Express, look instead for “Movers & Makers.”



What Will Your 2016 Look Like?

Considering your New Year's resolutions for 2016? How about an investment in your career? Here are three great suggestions for making 2016 the best year yet.

New Year's Resolution #1: 2016 AFP Scholarship

Our Greater Cincinnati Chapter is proud to promote the professional development and career advancement of our members through a variety of channels, including educational programming, a strong network of peers and professional resources, and financial support through scholarships to individual members. We recognize that financial restraints can limit educational opportunities for our Members and are proud to the following four scholarship awards in 2016:

1. The Sydney Schnurr Membership Scholarship - covers a full professional membership to our chapter.
2. Fundamentals of Fundraising Scholarship - covers the tuition cost of either the spring or fall sessions of our Fundraising master class.
3. Chamberlain Scholarship - covers the registration fee and travel to the 2017 AFP International Conference.
4. CFRE Scholarship - covers the exam fee for fundraisers planning to take the CFRE exam in 2016.

Scholarship application forms will be available on the AFP website in early 2016. The application deadline for the Sydney Schnurr Membership Scholarship and Fundamentals of Fundraising Scholarship is March 7, 2016.

New Year's Resolution #2: The 2016 Mentorship Program

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! 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!

Mark your calendars for the launch of the 2016 Mentorship Program, running April – December, 2016. Applications will be available on the AFP website in early 2016. The application deadline to participate in the program is March 18, 2016.

New Year's Resolution #3: Becoming a CFRE

Considering taking the plunge and sitting for the CFRE exam? AFP has your back. Our Chapter offers a CFRE Scholarship to help defray the cost of the exam fee (see New Year's Resolution #1), as well as a 411 Overview session and a CFRE Review Course each year. For those interested in testing in 2016, mark your calendars for these important dates:

<i>2016 Testing Window</i>	<i>Testing Dates</i>	<i>Application Deadline</i>	<i>Re-Examination Request Deadline</i>
#1	February 1 – March 31, 2016	January 31, 2016	January 31, 2016
#2	May 1 – June 30, 2016	April 30, 2016	April 30, 2016
#3	August 1 – September 30, 2016	July 31, 2016	July 31, 2016
#4	October 1 – November 30, 2016	September 30, 2016	September 30, 2016

#GivingTuesday

Launched in 2012 by the 92nd Street Y, #GivingTuesday has become a global day of giving fueled by the power of social media and collaboration. This 24-hour movement kicks off the charitable giving season where many donors begin to focus on end-of-year giving, and is observed on the Tuesday following Thanksgiving and after popular shopping events Black Friday and Cyber Monday. The idea is simple—#GivingTuesday creates an online platform to celebrate of generosity and has become a new tradition in our nonprofit communities. Here are some fun facts about 2015's #GivingTuesday:

- \$116.7M total dollars raised from 698,961 donors
- 1.08M total gifts, with a mean gift size of \$107.47
- 1.3M total social media mentions related to #GivingTuesday
- Top 5 issues talked about include: Education, Environment, Animals, Health Care, and International Affairs
- 71 countries around the world participated

So with #GivingTuesday still in our rear view mirrors, we want to celebrate your successes. Did you launch an amazing #GivingTuesday campaign this year? Did you

#GIVINGTUESDAY™

try a new technique this year that worked really well? Was this your first year venturing into the #GivingTuesday pool? We want to hear your #GivingTuesday stories and highlight the great work happening in our Greater Cincinnati community. To share your #GivingTuesday story for feature in the next AFP Contributions Newsletter, email Kara Shibiya at shibiyk@cps-k12.org.



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.

October 2015 New Members

Taylor Boyd	Maria Santiago
Bill Hitch	Veronica Tollefson
Ashley Rich	

November 2015 New Members

Matthew Gellin	Lauren Hall
Maggie Githuku	

AFP Welcomes New Board Members in 2016

We are proud to welcome the following AFP Members as part of the 2016 Board of Directors.

Megan Eliker
Jen Horvath
Phillip James
Rachel Kirley, CFRE
Dan Shephard, CFRE
Judie List Sweeney, CFRE
Tracy Wells

AFP Membership Has Its Benefits

Building on a plethora of membership benefits, AFP International launched its first-ever self-assessment tool in 2011, The AFP Ethics Assessment Inventory™ (EAI), a voluntary online survey for AFP Members. The EAI is based on research conducted by the Center for Ethical Business Cultures (CEBC) at the University of St. Thomas-Minnesota and on input from nearly 2,000 AFP members. Members can elect to complete the 14-item online survey to provide them with:

- A snapshot of their ethical performance.
- A comparison of themselves with peers from across AFP.
- A way to assess and strengthen ethical dimensions of their practice.

To learn more about the EAI, visit the AFP Ethics Assessment™ Inventory FAQ page at http://reporting.qualtrics.com/projects/AFP_FAQ.pdf, or to complete the survey, visit https://afp.az1.qualtrics.com/jfe1/form/SV_cSAeP4HYwsVleOo.

A Holiday Thank You to Chanticleer Consulting

Once again, Chanticleer Consulting graciously sponsored our annual AFP Happy Hour on Tuesday, December 8th. AFP Members gathered together at the Metropolitan Club to celebrate the season with old and new friends alike. The consultants of Chanticleer Consulting provide leadership in every aspect of fundraising, outreach and nonprofit governance, from assessment and planning to interim management to direction of a multi-year campaign. For more information on how Chanticleer Consulting can support your nonprofit's needs, contact John Olberding at 513-382-1854 or email john.olberding@chanticleerconsulting.com for no-cost initial consultation. Thank you again Chanticleer Consulting for your continuous support of our chapter!

Get Involved with the AFP Greater Cincinnati Chapter!

There are many opportunities to get involved with the AFP Greater Cincinnati Chapter, as we use our member's fundraising experience and knowledge to add to the success of chapter events! This is also a great way for you to get to know others in your

profession. If you are interested in volunteering, please contact our Membership Chairs - Kitty Beck, CFRE at chiaroscuro@cinci.rr.com or Mellissa Gayer at mellissa_gayer@trihealth.com.

Be The Cause Campaign—Why It Makes Sense To Give

The AFP Foundation gives professional fundraisers a way to "give back," and help others support and advance philanthropy and careers in fundraising. AFP programs support education and training of professional fundraisers worldwide and increase the public's awareness of philanthropy and understanding of fundraising. We count on your help to make it happen.

Please consider supporting AFP Foundation and the Greater Cincinnati chapter by giving whatever you can.

Together, all of us can make a difference in our community and will benefit from AFP's continued commitment to supporting its chapters with educational materials, resource trainings, and networking opportunities.

To make a pledge or payment, visit <http://afpcincinnati.afpnet.org>. The pledge form can be found on our Cincinnati chapter website of AFP Foundation under Be The Cause Campaign. Be sure to designate the Cincinnati Chapter.

Upcoming AFP Member Events

January 2016

Wednesday, January 6 7:45–9:30 a.m.

Networking & Knowledge Breakfast

Topic: Hot Topics in Fundraising

Location: Cincinnati Red Cross

2111 Dana Ave., Cincinnati, OH 45207

(513) 579-3000

Participate in two 40-minute roundtable discussions about the issues AFP members say they want to hear about the most. Network with other professionals around topics such as major gifts, ethics, managing volunteers, donor retention, strategic planning, and more. Fundraising professionals with expertise in these areas will moderate the roundtables.

Registration: <http://www.afpcincinnati.afpnet.org/index.cfm>

*Your registration is a financial commitment

AFP Members: Free Non-Members: \$25

Students (with valid I.D.): Free

February 2016

Wednesday, February 3 7:45–9:30 a.m.

Networking & Knowledge Breakfast

Topic: Breakfast with a Philanthropist

Speaker: Otto M. Budig, Jr.

Location: Cincinnati Red Cross

2111 Dana Ave., Cincinnati, OH 45207

(513) 579-3000

AFP is pleased to welcome Otto M. Budig, Jr., the 2015 National Philanthropy Day Philanthropist of the Year, to Networking & Knowledge for an insightful discussion over breakfast. His devotion to philanthropy in Cincinnati has helped create a world-class home for the visual and performing arts, and his ability to identify and mobilize other supporters sets him apart as a true visionary. Join us to hear about his experience of philanthropy and his wisdom gleaned from Cincinnati's leading institutions.

Registration: <http://www.afpcincinnati.afpnet.org/index.cfm>

*Your registration is a financial commitment.

AFP Members: Free Non-Members: \$25

Students (with valid I.D.): Free