

## Letter from the President

“Autumn is a second spring when every leaf is a flower.”  
—Albert Camus

I love this quote because, for me, Fall is a time of new beginnings.

Kids are starting new grades in school or heading off to college and there's a different kind of energy in the air as the days grow shorter and the nights cooler.

This is a time of new beginnings for our chapter too. The board met recently to do some strategic planning. We took time to reflect on the last two years and to celebrate the many successful programs that we have provided for our members. We also heard the results from our member survey and considered how we can incorporate them into our plans for the next two years.

There is always more to do and the consensus at the end of the day was that while our focus will remain on providing for your needs as a member, we will broaden it to include finding new ways to involve the nonprofit sector as a whole. We hope to develop some new and innovative ways to do that, but we need your help.

To be blunt, we need human resources. If you are interested in getting involved with the chapter, please let us know by emailing us at the address below my signature. If you don't have time to work on a committee, perhaps you'd like to work on a project. If you are willing, we will find a place for you.

I recognize that not everyone has time to spare, but there is something else you can do to help us right now. We also need more financial resources. AFP's annual Be the

*Continued on page 3*

### 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

***National Philanthropy Day***  
**Thursday, November 12, 2015**

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



# 2015 AFP Greater Cincinnati Executive Committee & Board of Directors

## Executive Committee

### President

Sydney Schnurr, CFRE

### President-Elect

Chris Martin

### Past President and

### Director of NPD

Meghan Cummings, CFRE

### Secretary

Vanessa Mosley, CFRE

### Treasurer

Chris Owens

### Director of Certification

Norah Mock, CFRE

### Director of Mentoring

Jim Hudson, CFRE

### Director of Ethics

Tricia Sunders

### Vice President of

### Communications

Ken Coggeshall, CFRE

### Vice President of

### Communications

Heather Sherwood, CFRE

### Director of Newsletter

Kara Shibiya, CFRE

### Vice President of Membership

Katherine Beck, CFRE

### Vice President of Membership

Melissa Gayer, CFRE

### Director of SNAP (Senior Network of Advanced Professionals)

John Olberding

### Director of Young Professionals

Lizzy Davis

### Director of Diversity &

### Collegiate Liaison

Adrienne McDade

### Director of Diversity

Sarah Siegrist

### Director of NPD

Betsy Baugh

### President, AFP Collegiate Chapter

Michael Huber

### Director of Fund Development and Be the Cause

Liz Flynn

### Director of Scholarships

Jessica Salyers

### Director of Strategic Planning

Julia Morton

### Member-at-Large

Tara Noland

### Member-at-Large

Victoria Parks

## Board of Directors

### Vice President of Education

Megan Betsch

### Director of Networking & Knowledge

Maureen Gregory, CFRE

### 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 Siegrist, Kara Shibiya, Jim Hudson, Michael Huber, Melissa Gayer

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

Newsletter design provided by

**Photonics Graphics Inc.**

[www.photonicsgraphics.com](http://www.photonicsgraphics.com)



Providing creative, thoughtful solutions for web  
and print to non-profits for over twenty-five years.

## We Gratefully Acknowledge Our 2015 Newsletter Contributors:

Kitty Beck  
Melissa Gayer  
Maureen Gregory  
Jim Hudson

Sharmaine McLaren  
Norah Mock  
John Olberding  
Sydney Schnurr

Dan Shephard  
Kara Shibiya

This newsletter is sponsored by the The Association of Fundraising Professionals Greater Cincinnati Chapter. The items contained herein are published as submitted and are provided for general information purposes only. This information is not advice. Readers should not rely solely on this information, but should make their own inquiries before making any decisions. The Newsletter works to maintain up-to-date information from reliable sources. However, no responsibility is accepted for any errors or omissions or results of any actions based upon this information. If you have any questions regarding any of these items, contact the organizational representative of that source. Your newsletter team reserves the right to edit all entries. We try hard to bring you fair and accurate reporting, but should we make an error, please contact us so that we may make a correction.

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.



# Congratulations to the 2015 AFP Scholarship Recipients!

The AFP Greater Cincinnati Chapter promotes the professional development and career advancement of its members through educational programming and by offering a network of professional resources that can help members generate philanthropic support for their organizations. We recognize that financial restraints can limit educational opportunities for our members and are thrilled to award four financial scholarships in 2015. Congratulations to the following recipients:

## **CFRE Scholarship**

To assist in the exam fee for fundraisers planning to take the CFRE exam in 2015

*"To me, receiving CFRE certification will signify the success I have had in the fundraising profession but it will also inspire me to move forward in the industry with more credibility, recognition and commitment. CFRE certification will prepare me to explore more and expand into the area of major gifts and planned giving."* —Nune Krayterman, Development Director, Santa Maria Community Services

## **Chamberlain Scholarship**

To cover the registration fee and travel to the 2016 AFP International Conference

*"I believe more strongly than ever before that continued education is key in our ever-changing field of fundraising. I've never attended an AFP International Conference and I'd be thrilled to represent our chapter with our peers across the globe, but also to learn from them and their experiences with broad-based fundraising success."* —Heather Sherwood, Director of Development, The Christ Hospital Foundation

## **Fundamentals of Fundraising Scholarship**

To assist in the tuition cost of either the spring or fall sessions of our Fundraising master class

*"The AFP's Fundamentals of Fundraising series will offer the educational tools, fundraising initiatives and philanthropy growth opportunities to assist me in being*

*a more successful and effective fundraiser. Being awarded this scholarship will allow our fundraising efforts to continue the CSC mission...so that no one faces cancer alone."* —Gretchen Ramstetter, Director of Development, Cancer Support Community

## **Meghan Cummings Scholarship**

To cover a full professional membership to our chapter

*"As a recipient of the Meghan Cummings Presidential Membership Scholarship I plan to contribute to the Greater Cincinnati AFP Chapter as a committee member, volunteer my talents to special events, and commit to the AFP Code of Ethical Principles and Standards. In addition, I plan to use my talents of leadership, excellent planning and development, organizational and record keeping skills to work toward the AFP mission and vision."* —Alysia Longmire, Prevention Education Specialist & People of Color Wellness Alliance Outreach Coalition Coordination, Cincinnati Children's Hospital Medical Center

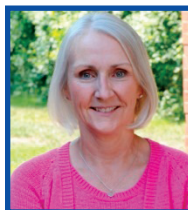
Congratulations to all!

---

## **Letter from the President (Continued)**

Cause Campaign is in full swing. You will be receiving a letter from me in the next month asking for a donation. 100% of our board has already given and I hope that you will consider a gift too. 25% of the total comes back to our chapter to support our work in Cincinnati.

Please consider an investment in our chapter's future. I believe it is full of possibilities!



Thank you in advance,

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

**Sydney Schnurr, CFRE**  
**President**

**AFP Greater Cincinnati Chapter**



## 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.

### June 2015 New Members

CaTia Brown	Jeff Taylor
Rita Dibello	Adena Warner
Dorian Ewing-Durant	Kyle Weldon
Alyvia Johnson	Justin Williams
Victoria Mullins	Ricky Williams
Corinne Murphy	Lisa Williams-Nelson
Angelik Smith	Mike Vollette

## AFP Cincinnati's Vision for the Future

Thank you to everyone who completed the AFP member survey in July! Your feedback played a huge role in our strategic planning retreat last month. Chapter leadership discussed how we can better serve you through engaging educational programs, networking opportunities, and how to elevate the fundraising profession on a national level. Over the next few months, we will clarify the objectives needed to achieve this vision and roll out the new plan in January 2016.

### July 2015 New Members

Alan Branch	Katie Hooker	Jeffrey Meyrose	Samie Rundo
Treva Brinkley	Victoria Kuhlman	Sally Neidhard	Lindsay Stanley
David Emery	Kara Love	Meghan O'Malley	Jana Widmeyer
Maggie Filipow			

### August 2015 New Members

Lauren Grooms	Caroline Phelps	Denny Sketch	Kelly Weissmann
Sarah McManus	Leslie Jenkins Reed	Edward Slater	

## \$50 New Member Discount



### \$50 Professional or Associate New Member Discount!

**In honor of National Philanthropy Day® AFP will be offering a \$50.00 discount to new members joining in the Professional or Associate member categories by November 30, 2015!**

Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment.\*

**Complete your application and send it in via mail or fax by November 30, 2015**

*\*Coupon must be included with payment. One coupon per new member. Can also be redeemed online by using discount code NPD2015.*

**Questions, call the AFP Membership Department at (800)666-3863.  
AFP, 4300 Wilson Blvd. Ste. 300, Arlington, VA 22203 /Fax: 703-684-1950**



# 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. The goal of AFP Foundation is to generate the resources to fund AFP strategic initiatives that advance ethical and effective fundraising.

## *How Does This Help You?*

AFP programs are the primary resource for training fundraising professionals and the organization has become the leading advocate for philanthropy outside the profession. AFP Foundation funding priorities include:

- Get Your Game on with Scholarships
- Impact and Improve Local Chapters and You
- Grow in Knowledge and Wisdom
- Learn More About Best Practices
- Find Better Educational Programs

## *Your Gift Does Make A Difference*

With your generous gift to the AFP Foundation for Philanthropy, you help determine the future growth and development of our profession. The programs listed above 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.

## *Our Goal*

Our chapter’s goal is 100% participation in the campaign and a fundraising goal established by AFP

International. This year, we’re striving for \$6,250. If we reach our goal, 25% of the Be The Cause Campaign contributions return to our chapter to be used as grants for programs and scholarships.

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.

## *How to Give*

It’s easy. To make a pledge or payment, visit <http://afpcincinnati.afpnet.org>. Be sure to designate the Cincinnati Chapter.

Or, complete a Be The Cause pledge form and mail to:  
Be The Cause Campaign  
AFP Foundation  
4300 Wilson Blvd., Suite 300  
Arlington, VA 22203

The pledge form can be found on our Cincinnati chapter website of AFP Foundation under Be The Cause Campaign.

## Did You Know?

The Grant Resource Center at the Cincinnati Public Library of Hamilton County provides a wide variety of books on fundraising (general, foundation, corporate, etc.), proposal writing and budgeting, as well as books on issues vital to nonprofit administration, such as board governance, using social media, nonprofit law, etc. The primary research tool grantseekers use is the Foundation Directory Online Professional, which consists of 100,000 foundations, corporate giving

programs, and grantmaking public charities in the U.S. The Grant Resource Center also provides access to a new Foundation Center database called Philanthropy Insight, which combines data on grantmakers and their grants with Google maps. These databases are accessible only at the main library. For more information call 369-6900 or visit them online at <http://www.cincinnati.library.org/>.





Cincinnati's premiere event & conference planning company.  
A proud partner of National Philanthropy Day & the  
2015 MLB All Star Week.

Plan. Produce. Deliver. It's What We Do.

***Plan-It Now***

***www.plan-itnow.com***

***513.241.6500***





## New Faces of Fundraising 2015 Graduating Class

On August 31st, the Greater Cincinnati AFP Chapter and the Greater Cincinnati Foundation welcomed its third New Faces of Fundraising graduating class! Graduates and guests celebrated at the Behringer-Crawford Museum with refreshments and a brief program highlighting the participants and their success.

Congratulations to:

Dorian Durant	Justin Williams
Alyvia Johnson	Lisa Williams-Nelson
Victoria Mullins	Ricky Williams, Jr.
Angelik Smith	

These newest members of our fundraising family will bring wonderful ideas, new perspectives and great skills to support the amazing work of our area non-profits.

Unlike any other philanthropy program, New Faces of Fundraising provides unprecedented access to professionals in the non-profit industry, master class fundraising training, a complimentary membership to the Association of Fundraising Professionals, and a paid 120-hour summer internship at a local non-profit.

A special thank you to the Greater Cincinnati Foundation who generously supported the creation of the program and its mission to create a stronger community through inclusive fundraising efforts.

### Calling All Young Professionals!

Interested in meeting other professionals in fundraising? Stay tuned on AFP YP events and educational opportunities by joining our mailing list. Contact Elizabeth Davis at [elizabeth@adcfineart.com](mailto:elizabeth@adcfineart.com) for more information.

## 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](mailto:chiaroscuro@cinci.rr.com) or Mellissa Gayer at [mellissa\\_gayer@trihealth.com](mailto:mellissa_gayer@trihealth.com).

## Nominate an Honoree Today

As part of National Philanthropy Day (NPD), the Association of Fundraising Professionals (AFP) invites nonprofit organizations to recognize and celebrate their Honorees: donors, volunteers and special friends who support and further their missions.

During the NPD registration process, nonprofit organizations can submit the names of their Honorees - donors, volunteers and special friends to be included in the NPD program. All requests must be submitted to AFP by October 30, 2015.

Nonprofit organizations also are welcome and encouraged to bring other tokens of appreciation and thanks for their Honorees to present at their tables. This is a chance to express your thanks in a unique setting, no matter your budget. Even the always-appreciated handwritten notes are more meaningful on this special day.

For more information or questions about NPD, please visit [www.afpcincinnati.afpnet.org](http://www.afpcincinnati.afpnet.org) or contact [afpcincinnati@gmail.com](mailto:afpcincinnati@gmail.com).



## 2015 NPD Award Winners

In celebration of philanthropy, the Association of Fundraising Professionals recognizes individuals who make Greater Cincinnati a strong and thriving community. Nominations are submitted by nonprofit organizations from throughout the region. Awards will be presented during the National Philanthropy Day Luncheon on Thursday, November 12, 2015 at The Duke Energy Convention Center in downtown Cincinnati. We are pleased to announce this year's award recipients.

### *Philanthropist of the Year*

Presented to an individual, corporation or foundation with a record of exceptional generosity who: through direct financial support has demonstrated outstanding civic and charitable responsibility to a specific organization(s) or cause(s); has taken a leadership role in a specific organization(s) or cause(s); motivates others to participate in philanthropy. The depth and/or breadth of support to other organizations will be considered.

#### **Winner – Otto M. Budig, Jr.**

Nominated By – Cincinnati Playhouse in the Park, Cincinnati Ballet, Cincinnati Shakespeare Company, Cincinnati Symphony & Pops Orchestra, College Conservatory of Music, Ensemble Theatre Cincinnati, Music Hall Revitalization Company, The Carnegie, and University of Cincinnati

### *Volunteer of the Year*

Presented to an individual, corporation, or foundation with a record of exceptional generosity who: through a devotion of time has demonstrated outstanding support to a specific organization(s) or cause(s); encourages

others to support an organization(s) or cause(s); is a role model for other community volunteers. The total hours contributed and the breadth of organizations supported with time will be considered.

#### **Winner – Dianne M. Rosenberg**

Nominated By – The Greater Cincinnati Foundation, 4C for Children, Cincinnati Symphony & Pops Orchestra, and Cincinnati Parks Foundation

### *Outstanding Youth in Philanthropy*

Presented to an individual, group, organization, corporation or foundation with a record of exceptional leadership and results in encouraging youth (through age 18) to: learn about and participate in philanthropy by planning and implementing a fundraising program to benefit a specific organization(s) or cause(s); demonstrate leadership in a specific organization(s) or cause(s); serve as role models for other youth and/or encourage other youth to participate in philanthropy. The amount of time spent in service through philanthropy will be considered.

#### **Winner – Connor Reed Thomas**

Nominated By – Erman Thomas, Darius Powell, and Michael Schmidt

### *Ambassador of Philanthropy (special award)*

Presented to an individual who has served as a spokesperson and champion for the power of philanthropy and the arts in Cincinnati.

#### **Winner – Drew Lachey**





**PHOTONICS**

g r a p h i c s

***Congratulations to those who  
have given so generously to the  
Greater Cincinnati community!***

**Photonics is a results driven interactive  
agency specializing in website development,  
mobile development, and print design.**

Unlike many interactive agencies, Photonics works side-by-side with our clients throughout the entire process. From our first meeting to final completion of the project, we strive to understand our clients' objectives and work with them to develop the tools and content necessary to reach their goals.

Put our 26 years of experience to work for you.

**Call us at 513-281-5000.**

*Grounded Thinking + Enlightened Design*

2244 Park Avenue | Cincinnati, Ohio 45206  
513.281.5000 | [info@photonicsgraphics.com](mailto:info@photonicsgraphics.com) | [www.photonicsgraphics.com](http://www.photonicsgraphics.com)



# Upcoming AFP Member Events

## October 2015

**Wednesday, October 7** 7:45–9:30 a.m.

*Networking & Knowledge Breakfast*

Topic: HOW WOULD SHERLOCK ASK: Holmes and the Four Decisions (from Dan's article, "How Would Sherlock Ask?," published in the summer 2015 issue of Advancing Philanthropy)

Speaker: Dan Shephard, Principal, The Shephard Group

Location: Cincinnati Red Cross

2111 Dana Ave., Cincinnati, OH 45207

(513) 579-3000

Watching an episode of one of the numerous TV shows featuring some version of Sherlock Holmes it struck me that the work of the world's most successful (fictional) detective offers lessons that apply to our field of major gift fundraising. The successful fundraising professional uses methods that are strikingly similar to Sir Arthur Conan Doyle's great literary character. As Sherlock himself might offer, shall we examine the evidence?

- Both Employ a Systematic Approach
- Both Conduct Inductive Research and Analysis
- Both Pursue a Thoughtful Line of Inquiry
- Both Determine the Guilty Party/the Best Gift Plan
- How to Think and Act Like Sherlock.

Ethics Presentation: "How WAS Sherlock paid? And btw, How ethical was it for Dr. Watson to enable Holmes's opium addiction?" - John Olberding, CFRE, Principal, Chanticleer Consulting

Registration: [registerafp@gmail.com](mailto:registerafp@gmail.com)

\*Your registration is a financial commitment

AFP Members: Free Non-Members: \$25

Students (with valid I.D.): Free

## November 2015

**Thursday, November 12** 11:00 a.m.

*National Philanthropy Day Luncheon*

Location: Duke Energy Convention Center, Ballroom B,  
525 Elm St., Cincinnati, OH 45202

Honorary Chairperson: Alecia Kintner, CEO of ArtsWave

Keynote Speaker: Jamie Bennett, Executive Director of ArtPlace America

Registration: <http://www.cvent.com/d/trqmp4>

## December 2015

**Wednesday, December 2** 7:45–9:30 a.m.

*Networking & Knowledge Breakfast*

Topic: Topics in Social Media

Speaker: April Besl, Esq.

Location: Cincinnati Red Cross

2111 Dana Ave., Cincinnati, OH 45207

(513) 579-3000

Registration: [registerafp@gmail.com](mailto:registerafp@gmail.com)

\*Your registration is a financial commitment.

AFP Members: Free

Non-Members: \$25

Students (with valid I.D.): Free

**Tuesday, December 8**

5:00–7:00 p.m.

*Holiday Happy Hour & New Member Meet and Greet*

Location: TBD

Registration: [registerafp@gmail.com](mailto:registerafp@gmail.com)

\*Your registration is a financial commitment.