

AFP

Association of
Fundraising Professionals

Review

FORMERLY NSFRE

JULY 2004

PALM BEACH COUNTY CHAPTER



Member Spotlight

Joanne Towner, CFRE, is currently *Vice President of Development* for Easter Seals Florida. She joined them in April 1995 as *Director of Development*, eager to take on the challenge of orchestrating their annual and long range development, marketing and strategic plans for

Palm Beach and Martin Counties.

Over the years, Easter Seals annual campaign has evolved from \$250,000 raised solely from special events to a comprehensive development program generating over \$1.2 million annually through special gifts, direct mail, individual and major gifts, cultivation events, corporations and foundations. In addition, closing gifts from the \$3.5 million capital campaign are being secured which built the new, state-of-the-art Amar Child Development Center in West Palm Beach for children with disabilities and special needs..... that's the large, new bright pink building visible from I95 near the Okeechobee Boulevard exit! At the same time, she also concentrated on the development of the Board of Directors for Martin County and expansion of Easter Seals child development program in to Stuart, while establishing necessary funding techniques to assure it's success.

Joanne continually strives to enhance Easter Seals image by reworking marketing and community awareness materials including their newsletter *Creating Solutions, Changing Lives*, their website, video production and various brochures appropriate for their donors and clients seeking Easter Seals various programs. She says, "I have always felt since the day I joined Easter Seals, that they are the best kept secret in town – the name certainly doesn't identify what we do!"

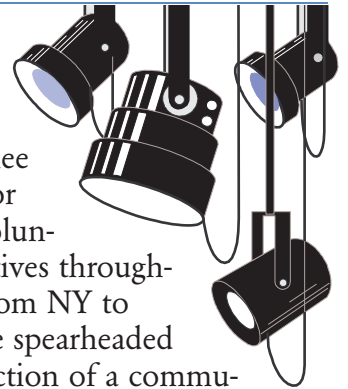
Prior to joining Easter Seals, Joanne was the

Director of Marketing & Development for the Loxahatchee Historical Society in Jupiter for three years. Committed to volunteering and community initiatives throughout her life, after relocating from NY to Hobe Sound 14 years ago, she spearheaded the development and construction of a community build playground on the campus of Hobe Sound Elementary School – her first foray into fundraising – raising \$100,000 in nine months while motivating an entire town to get involved and 2,000 volunteers to give up to five days of the time and talent for an old-fashioned barn-raising playground project.

Joanne holds a BS from Empire State College in Saratoga, NY, with a major in Business, Management and Economics with a minor in Human Resource Development, a goal she pursued while maintaining her career in finance and insurance, and raising four children ranging in age from one year to age 18.

She resides in Hobe Sound with her husband Royce and youngest son. Joanne feels she is fortunate to have her three other children and their children close by (fourth grandbaby arrives 8/6/04). She is the founding President of the GFWC Hobe Sound Women's Club and a very active volunteer in numerous organizations, on boards of Hobe Sound Child Care Center, Hobe Sound Women's Club, AFP and PGCPBC, and is a graduate of LEADERShip Martin County and Co-chairman of Martin Youth Leadership for this year. In her down time, Joanne spends as much time as she can at the beach, on the family boat, practicing yoga and growing beautiful orchids. Joanne's very favorite thing to do, is spend time with her ever-growing family!!

If you haven't had a chance to meet Joanne yet, make sure to say hello to her at the next monthly meeting. You'll be glad you did.



President's Message

Unique Opportunity

By Suzanne P. Cabrera, CFRE

Last month we had an opportunity to hear some wonderful advice about career management from Cal Douglas of Cal Douglas Executive Search, Inc.

If you didn't get a chance to hear his presentation but are interested in making a career move, give him a call and take advantage of any advice and expertise he can offer (772-225-7944). Along that line, AFP International just published the Compensation and Benefits Survey, which has information you can use in salary negotiations. Here are some highlights from the survey:

- There has been a continuing rise in the salaries for US fundraisers. The average annual salary in 2003 was \$71,470 compared to an average annual salary of \$65,751 in 2002 (keep in mind these surveys do not take regional differences into account).
- There continues to be a significant gender gap in salaries with men earning an average salary of \$86,459 while women earned \$65,361.
- The survey continues to show a positive correlation between salary and the possession of a certification credential. CFRE's earn an average of \$11,521 more than average respondents and ACFRE's earn an average of \$16,750 more than average respondents.

The results of the survey can be found on the AFP International website at www.afpnet.org and AFP members may access the entire survey through the Member Gateway.

Leadership Palm Beach County is offering a unique opportunity to the non-profit organizations in Palm Beach County. Each year their Adult Class selects a Community Project to work on as part of their nine month program. Last year they completed a garden for Opportunity, Inc. Daycare and supplied funds for scholarships. The prior year they did an amazing job renovating one of The Lord's Place homeless shelters. When this group of leaders takes on a project they do a first class job, so if your non-profit has a project that needs to be completed in the next year, why not fill out the application and perhaps yours will be the Class Project for 2005. Just go to the Leadership Palm Beach County Website at www.leadershipbc.org

Respectfully,

Suzanne

Suzanne P. Cabrera, CFRE

NEW MEMBERS

Donna A Baribeau, *Associate Director*
American Cancer Society

Bernard Bernstein, *Development Planner*
Lubavitch of the East End

Mr. Charles R. Boyer, *Executive Director*
Gulfstream Goodwill Industries Foundation, Inc.

David Carson, *Community Development Manager*
Area Agency on Aging

Martha Henry, *Realtor*
Balistreri Realty

Members who bring in new members who join will get a free lunch.

"Career Management Strategies"

A special thanks to Cal Douglas, President of Cal Douglas Executive Search, Inc., our June Program Speaker. Cal provided many valuable tips which included ten questions to answer before considering a job search.

1. Am I using all my abilities in my current situation and are there opportunities for advancement?
2. Have I achieved significant short-term objectives?
3. Am I developing my own personal network? (Centers of Influence)
4. Do I accept calls from executive recruiters?
5. Do I have a current list of references?
6. Do I have a current resume available?
7. Am I able to answer the question – how much money have I raised?
8. Have I determined whether I want to be a manager of other fundraising professionals or do I want to be a major gifts specialists?
9. Have I sharpened my interview techniques?
10. Do I know how to handle my current situation?

Cal Douglas Executive Search, Inc. is a national recruiting service specializing in the placement of CEO's, chief development officers, and planned giving/major gifts executives for the nonprofit sector. He can be reached at:

1303 Oxford Court, Cranberry TWP, PA 16066

E-Mail: CalDouglas@aol.com

Phone: (724) 779-1794 Fax: (724) 779-2855

Put on your sleuth hat and break out the Inspector Clouseau manual for this Summer's Member Social to be held at CityPlace starting and ending at Legal Seafoods Restaurant on Tuesday, August 17 from 5:30 until 7:30 PM.

It's a Scavenger Hunt in CityPlace with prizes and raffle drawings for members and potential new members as well.

Bring a potential new member for FREE!

For more information, please call Margaret Hudson at The Children's Place at Home Safe
561-433-0060 ext. 249

• Visit the AFP website at www.afppbc.org for current AFP Job Bank Listings

NOTE TO EMPLOYERS AND JOB SEEKERS: This column will continue to be published as a free service to our AFP members and member agencies. There is a nominal charge of \$25 per listing to non-AFP members and member agencies. Please contact Job Bank Chair and Board Member, Dennis Krause at 561-637-7566 or email him at dkrause@adelphia.net. Text may be edited due to space constraints. In an effort to improve this feature of the newsletter, we're including – on a space available basis – job listings from the Central Florida AFP group. They are printing ours in their newsletter in exchange.

Fundraising Director– *American Heart Association, Boca Raton Office*

Fundraising Director is needed to be responsible for the Annual Boca Raton Heart Ball. Contact Nick Buchholz, 2300 Centrepark West Drive, West Palm Beach, FL 33409; phone 561-697-6600

Seeking Position

Experienced foundation/grant expert seeking a full-time or part-time consulting position. Discretion requested. Please leave a message at 561.965.9995.

SOS Children's Village of Florida

Full time grant specialist is needed to conduct research, write grants and handle follow up for our village for

foster children. Minimum three years' grant writing and development experience, excellent communication and organizational skills, Bachelor's Degree and a heart for children required. Flexible schedule and some off-site work at home are possible. Email resume and letter of interest to jobs@sosflorida.com, or mail to Director of Development, SOS Children's Village of Florida, 3681 NW 59 Pl., Coconut Creek, FL 33073. DFWP/EOE

For more information on SOS, visit our website at www.sosflorida.com.

Seeking Position

Experienced foundation/grant expert seeking a full-time or part-time consulting position. Discretion request-

ed. Please leave a message at 561.965.9995.

Seeking Position

Professional with 14 years experience in outreach, fundraising, community relations, volunteer coordination and marketing. 3 years experience in web design and internet development. Inquiries welcome at 561.964.9876, or 561.602.0677

Seeking Position

Development Professional with extensive experience in non-profit marketing, planned giving, grant writing, and annual fund work is relocating to South Florida and is seeking a position locally. Contact at 877-277-0508.

MONTHLY MEETING NOTICE

July 15, 2004

Gift Clubs as Part of a Successful Annual Campaign

Presenter: **Doris K. Sipos, MA, CFRE**

Principal – Philanthropic Development Solutions, LLC

**The Governor's Club
Noon Buffet Luncheon**

11:30 a.m. Networking • 12:00 Program

Fax or email your RSVP to:

Kathleen B. Emmett (561) 494-2922

kemmett@thelordsplace.org by April 9, 2004

Member Registration

Name _____

Organization _____

Phone _____

Guest Registration

Name _____

Organization _____

Phone _____

Are you an AFP member? Yes No

If no, would you like membership information? Yes No

PREVIEW OF MEETING

Topic to be discussed...

Gift Club Appeals for \$500 and More ~

Do they work, and how?

- Targets!!!
- Design!!!
- The "Appeal"!!!!
- The Recognition!!!
- The Results!!!

**AFP MEMBERSHIP SCHOLARSHIPS
ARE AVAILABLE – CONTACT GRAHAM RUSSELL
FOR MORE INFORMATION AT 832-5196 ext. 1117**

Planet Philanthropy 2004 SAVE THE DATE

**September 19-21, 2004 – Conference
September 22 – Planned Giving Seminar
(First Course and Survey Course will also be available)
Adam's Mark Hotel
Jacksonville, Florida**

More information will be arriving shortly by mail but save the date now.



Palm Beach County Chapter Board of Directors

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Suzanne Cabrera, CFRE 561-494-0125 ext. 137
The Lord's Place, Inc. scabrera@thelordsplace.org

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Palm Healthcare Foundation scollemer@palmhealthcarefoundation.org

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Lorie Stinson 561-790-5245
South Florida Fair and Exposition lorie@southfloridafair.com

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Children's Home Society of FL stephen.bardy@chsfl.org

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Bascome Palmer Eye Institute mbloom@miami.edu

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Kristin Lidinsky 561-732-2110 ext. 225
Healthy Mothers, Healthy Babies klidinsky@hmhpbpc.org

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Easter Seals Florida jtowner@fl.easter-seals.org

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At Home Safe Foundation mhudson@tcphs.org

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Palm Beach Comm College Fdtn schuster@pbcc.edu

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Children's Home Society of FL stephen.bardy@chsfl.org

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Dennis Krause 561-637-7566
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School of the Arts Foundation pmontesino@soafi.org

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Norton Museum of Art russellg@norton.org

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Success Marketing & Consulting dghioto@adelphia.net

NATIONAL PHILANTHROPY DAY CHAIR

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Jupiter Medical Center Foundation smann@mail.jupitermed.com

IMMEDIATE PAST PRESIDENT

Roxanne Jacobs, CFRE 561-965-8500
Palm Beach Hab Center rjacobs@pbhab.com

YOUTH IN PHILANTHROPY AWARD

The Association of Fundraising Professionals (AFP) strives to enhance philanthropy and volunteerism through programs of education, research and service that will benefit all those who lead, serve and support non-profit institutions.

Each year, Palm Beach County Chapter of AFP honors individuals and groups who, through their hard work and dedication have enhanced philanthropy in their communities.

We honor those who have made significant contributions through time, talent or treasure, to nonprofit organizations.

Nominate an Outstanding Student Volunteer in Palm Beach County to be recognized at

“National Philanthropy Day” November 17, 2004

CRITERIA: Nominations come from Parents, Teachers, and/or Mentors

TO QUALIFY:

- Students must be in the 11th or 12th grade.
- Must have done volunteer work that has made a significant impact for a not-for-profit organization.
- Must have volunteered 85 or more hours per year.

*A \$100 donation to the student's favorite charity.
\$250 scholarship to the student's college of choice.*

Please use nomination form below:

Nomination Form

Name of Nominee

Student Phone & Contact Information

Student School/Grade & Age

Volunteer Experiences:

Brief Summary of Why Student should Be Honored:

USE ADDITIONAL SHEET IF NEEDED

MAIL TO:
Jan Rodusky, 1016 N. Dixie Hwy., West Palm Beach, FL 33401