

AFP

Association of
Fundraising Professionals

Review

www.afppbc.org

**Don't forget
Newcomer's Luncheon
May 11th**

FORMERLY NSFRE

MAY 2005

PALM BEACH COUNTY CHAPTER

Board Member Spotlight

This month's "Board Member Spotlight" is on the AFP Palm Beach County President of the Board of Directors. A job description of each board member's duties will be included in monthly issues of the "Review" in order to familiarize other members who would like to have the opportunity to serve on the board. Please review the job descriptions each month and consider serving on the board next year.



Your
Picture
Could Be
Here

Suzanne Cabrera
currently serves
as the President
of the Board.

- 1) Appoint all non-elected positions to the Board of Directors. Fill any vacancies (elected or appointed) to the Board that occurs during the year as outlined in the chapter's by-laws.
- 2) Serve as Chairman of the Board of Directors.
 - Prepare Board agenda for monthly meetings.
- 3) Chair monthly luncheon meetings of the membership.
 - Greet members.
 - Start introductions, business and announcements by 12:15 PM, program by 12:30 PM; adjourn by 1:15 PM.
- 4) Ensure that the business of the chapter is conducted in accordance with the chapter's by-laws and the by-laws of AFP national.
- 5) Lead the chapter in carrying out its purpose as stated in its by-laws.
- 6) Ensure that the chapter is in accord with AFP.
 - Chapter Leadership form submitted by December 15.
 - Warranty Statement submitted by December 15.
 - Ensure Immediate Past President files Annual Report by January 15.
 - Conformance to by-laws statement submitted to AFP by January 15.
 - Ensure Treasurer files Form 990 or 990EZ by May 15.
 - Ensure State of Florida Nonprofit Corporation Annual Report is filed by May 1 by the Treasurer.
 - Submit to AFP any changes in:
 - Articles of Incorporation
 - Chapter by-laws
 - Employer Identification Number (EIN)
- 7) Submit AFP National Assembly Delegate authorization form for the next calendar year by December 15.
- 7) Serve as first delegate to AFP National Assembly
 - Attend October Delegate Assembly (expenses reimbursed by chapter up to \$1,000)
- 8) Peruse monthly "Memos to Chapter Presidents" from AFP
 - Distribute pertinent information to board members and committee chairs.
- 9) Submit to AFP Foundation by December 31 the international conference scholarship recipient's name.
- 10) Be the official spokesperson for the chapter with the media.
- 11) Serve as an ex-officio member of all committees.
- 12) Prepare monthly "President's message" for newsletter editor.
- 13) Be responsible for and promote the use of the chapter's library among its members. This responsibility may be delegated each year to another Board member (Education / CFRE Chair, etc.)
- 14) Appoint Committee to audit treasurer's books at yearend or assure that CPA is engaged to audit books.
- 15) Serve as Government Affairs and Legislative Liaison
 - Be knowledgeable and keep abreast of State and National legislative issues that relate to philanthropy.
- 16) Receive from Chapter Services Chair the meeting site contract, sign and forward to appropriate location.
 - Maintain copy in the "Official Documents" binder.
- 17) Update and keep current documents in the "Official Documents" binder.
 - Make sure to pass binder to incoming president
- 18) Recognize and thank out-going board members at annual meeting.
- 19) Monitor and enforce attendance requirements for board members
- 20) Apply for any AFP chapter awards board chooses to be considered for, i.e. International Philanthropy awards, 10-star award, etc.

President's Message

I had the privilege of attending my first AFP International Conference on Fundraising in Baltimore and have so much to share with you this month.

Metro Meeting - I went to Baltimore early so I could attend the Metro Meetings and find out what was going on with chapters around the country. All chapters across the country are divided by size into Metro Levels I, II, III and IV. The first thing I discovered is how close we are to becoming a Metro Level III Chapter. We hover right around 140 members at any given time and to become a Metro III Chapter we need to have between 150-299 members. The higher ranking would give us an additional Chapter delegate at the Delegate Assembly Meetings (we now have 2 representatives), and more input on how AFP conducts business.

Website News! We also received some very exciting news about a new partnership on the International level with Kintera. They will provide new websites and free web hosting for all chapters. This means we will have a free website, access to secure on-line transactions (registration and payment for lunches and National Philanthropy Day) and state of the art e-mail broadcasting platform. (We will be able to do mass e-mails that can avoid spam filters and can e-mail in multiple formats). We will finally be able to e-mail you the newsletter directly with this new tool; for now we just have to be patient. Unless we are chosen as a pilot site, this probably will not be up and running until 2006 but I assure you it will be worth the wait!

Every Member Campaign Awards – I had to sit through tons of awards given to chapters across the country for their efforts on the Every Member Campaign (this is the AFP Foundation campaign). The bad news is we did not get an award. The good news is I know we are going to get one next year. Here are a few of the categories to keep in mind: Highest Participation, Highest Giving, Highest Pledge Rate, Highest Per Capita Giving, and Highest Treasury Gift – you get the idea. Now let's work with our new Every Member Campaign Chair, Leah Miles, and get an award next year!

The International Conference – The actual conference was amazing. I had the chance to hear speakers such as, Cal Ripken, who told us his secret to being such an exceptional athlete and Ben Carson, one of the world's most renowned pediatric surgeons. The seminars were of the highest caliber with my favorites being, 5 Trends That Might Just Change Internet Giving (hint – this is your grandmother's internet!) and Tough Talk About You and Your Board (this one will turn your whole idea of a board's role on its head!) I wish you could have been there but if you weren't able to go, I have the next best thing; I purchased the Conference Proceedings as a gift to the Chapter. It will take a few weeks for the company to produce all the CDs but once complete, this CD collection will include every seminar and workshop with all the Powerpoint presentations and handouts. Everything is

included except the keynote speakers (they all have best selling books anyways) and the Master's Track (I went to some of those and will give you my notes for free). Once I receive the CD collection I will send out a notice and also a list of the titles of the seminars and workshops.

In closing I have to tell you what an outstanding opportunity the conference was, and I want to encourage all of you to start thinking about going in 2006 when the conference will be held in Atlanta (think cheap airfare). If you can't put the entire amount in your budget, we will again be offering Chamberlain Scholarships to first time attendees. Last year we had two scholarships and two applications so your odds may be pretty good. Hope to see you there!

Respectfully,

Suzanne

Suzanne P. Cabrera, CFRE

MONTHLY MEETING NOTICE

MAY 19, 2005

SPEAKER:

Ed Chase, *Executive Director,*
Palm Beach County Legislative Delegation
Legislative Update Affecting Charities

The Governor's Club
Noon Buffet Luncheon
11:30 a.m. Networking • 12:00 Program

Fax or email your RSVP to:

Stacey Guzas • Phone (561) 241-9233

E-mail: sguzas@renaissanceinstitute.net by Fri., May 13, 2005

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



Palm Beach County Chapter Board of Directors

PRESIDENT Suzanne Cabrera, CFRE The Lord's Place, Inc.	561-494-0125 ext. 137 scabrera@thelordsplace.org
PRESIDENT-ELECT Stanton F. Collemer Palm Healthcare Foundation	561-833-6333 scollemer@palmhealthcarefoundation.org
SECRETARY Lorie Stinson South Florida Fair and Exposition	561-790-5245 lorie@southfloridafair.com
TREASURER Rosanne Sanchez, CFRE Alzheimers Community Care	561-683-2700 rsanchez@alzcare.org
VICE-PRESIDENT— PROGRAMS Marie A. Bloom Deckert, CFRE Bascome Palmer Eye Institute	561-515-1527 mbloom@miami.edu
VICE-PRESIDENT— MEMBERSHIP Donna Ghioto Success Marketing & Consulting	cell 561-602-3726 dghioto@adelphia.net
AFP FOUNDATION CHAIR Leah Miles Ballet Florida	561-659-1212 ext. 26 leahmiles@balletflorida.com
CHAPTER SERVICES CHAIR Stacey A. Guzas Renaissance Institute	561-241-7977 sguzas@renaissanceinstitute.net
MEMBER SOCIAL CHAIR Margaret P. Hudson At Home Safe Foundation	561-433-0060 mhudson@tcphs.org
FLORIDA CONFERENCE CHAIR Joanne Towner, CFRE Easter Seals Florida	561-471-1688 jtowner@fl.easterseals.com
MENTORING CHAIR Jan Rodusky Palm Healthcare Foundation	561-833-6333 jrodusky@palmhealthcarefoundation.org
NORTH COUNTY LIAISON Faith Popick	561-964-9876 faithwp@bellsouth.net
NPD CHAIR Terry Lee Kaly Harris Bank	561-366-4211 Terrylee.kaly@harrisbank.com
NEWSLETTER CHAIR Sandy Thomas KidSanctuary, Inc.	561-818-9251 thomasart@adelphia.net
PUBLIC RELATIONS CHAIR Suellen Mann, CFRE Jupiter Medical Center Foundation	561-745-5728 smann@jupitermed.com
SPONSORSHIP CHAIR Dianne Reeves Florida Atlantic University, John D. McArthur Campus	561-799-8665 dreeves@fau.edu
SCHOLARSHIP CHAIR Kathleen Emmett, CFRE Hospice Palm Beach County, Inc.	561-273-2259 kemmett@hpbc.com
WEBSITE CHAIR (JOB BANK) Martie Henry Balistreri Realty	561-886-3700 4FloridaHomes@bellsouth
GOVERNMENT RELATIONS Suzanne Foley Legal Aid Society of Palm Beach County	561-655-8944 ext. 279 sfoley@legalaiddpbc.org
IMMEDIATE PAST PRESIDENT Roxanne Jacobs, CFRE Palm Beach Hab Center	561-965-8500 rjacobs@pbhab.com
SOUTH/NORTH COUNTY LIAISON Michael Lichtenstein Atlantic Capital Management of Florida, Inc.	561-686-6844 mnl_acm@hotmail.com

April Speaker Challenges Fundraising Executives to Obtain More Annual Donors

The Living Endowment concept presented by **Jim Donovan, President of Donovan Management, Inc. of Central Florida**, challenged fundraising executives to obtain at least 100 donors of \$1,000 each to give year after year. According to Donovan, the key is:

- Make each donor a member of a donor club with a meaningful name.
- Make all gifts “greatest impact gifts” that can be applied for unplanned, unbudgeted and unanticipated needs. Do not refer to these gifts as unrestricted as that is a term fund raisers and accountants understand not donors.
- Market the donor club as the equivalent of a permanent endowment. For example, if your organization could get a 7% return on a corpus of \$3 million that would equal \$210,000. However, you would only use 50% of that \$105,000 and reinvest the balance to maintain the purchasing power of the endowed fund. Therefore you’d have \$105,000, to apply where needed. Thus, the 100 donor club donors would be providing the equivalent of such an endowment while they are living not after they are gone. The best part for those nonprofits fund raisers that have a limited major gift prospect base, they don’t have to run a major gifts program for one year to raise the money, another year to collect it and another year to earn it. With the Living Endowment you have your money at the end of the 12 month membership drive.
- Make membership in the donor club fun. Have an annual event to keep the group together and allow them to network.
- The first year of your donor club, call it the Charter Membership Drive and always refer to them as such in subsequent years.
- Have a donor club newsletter and show off the membership. Make it “the thing to do.” Don't be afraid to be a little snobish.
- Expect 20% shrinkage in the first year’s membership. So be prepared to replace the shortfall with new members.

For more information contact:

James A. Donovan, President/CEO
Donovan Management, Inc. 407-321-0024 Fax 407-321-0609
P.O. Box 471438, Lake Monroe, FL 32747-1438
Email: dmimgt@aol.com
Website: www.donovanmanagement.com
<<http://www.donovanmanagement.com/>>

The Association Of Fundraising Professionals, Palm Beach County Chapter

Cordially Invites you to a

South County "NEWCOMERS" Networking Luncheon

An opportunity to:

***Get to know your fellow fundraising professionals;
particularly those from Boca Raton, Delray and Boynton Beach;
introduce yourself if you are new to the area;
re-introduce yourself if you've changed positions or organizations;
participate in a Palm Beach County AFP event without driving up to downtown
West Palm Beach, and
of course enjoy the delicious Maggiano's fare!***

***Wednesday May 11th
11:30 to 12 schmooze, 12 - 1 lunch.***

Location: Maggiano's Little Italy Restaurant
21090 St. Andrew's Blvd., Boca Raton

Directions: from 95 (coming south), take the Glades Road exit and head west (approx. 1 mile), make a left onto St. Andrews, and the restaurant is on your left less than 1/4 mile down.
from 95 coming north, take Palmetto Pk. Rd. exit, head west (approx. 1 1/4 mile) make a right on Palmetto and the restaurant is on your right 1/2 mile up.

from Florida Turnpike, take the Glades Road exit, head East approx. 2 miles, make a right onto St. Andrews.

the restaurant is located just SW of the Town Center Mall.

Cost: \$23 members, \$30 non-members.

to RSVP or for more information, please contact:

Michael Lichtenstein
Atlantic Capital Management
(561) 686-6844, cell: 789-1674
mnl_acm@hotmail.com

or: Stacey Guzas
Renaissance Institute of Palm Beach
(561) 241-7977, or cell: 239-6041
SGuzas@renaissanceinstitute.net

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, Martie Henry at 561-886-3720 or email her at MartieHenry@4FloridaHomes.com. Text may be edited due to space constraints.

THE CONSERVANCY OF SOUTHWEST FLORIDA

Vice President of Development and Marketing

The Conservancy of Southwest Florida is seeking a Vice President of Development and Marketing. Located in Naples, Florida, the Conservancy's mission is to preserve Southwest Florida's natural environment . . . now and forever. Reporting to the President and CEO as well as the Board of Directors, the Vice President of Development and Marketing will organize and manage the \$21-25 million capital campaign and lead a team of approximately five development staff and two communications staff.

A strong commitment to the conservation of the natural environment and the ability to articulate that passion to constituents and stakeholders of the Conservancy is necessary. Candidates must have specific experience *leading* organizational teams in the planning, execution and completion of successful capital campaigns

with particular expertise in the integration of public relations/marketing with fundraising strategies.

This person must possess superb communications skills, provide evidence of a management style that builds alliances within the organization and emphasizes consensus building, participative management, high ethical standards, collegiality and effective teamwork. At minimum, a Bachelors degree is required and an advanced degree is a plus. Ten years of demonstrated development experience is mandatory as well as a proven track record of closing major gifts from individuals in excess of \$100,000. CFRE or ACFEE certification is preferred. For more information, nominations or applications, please contact Jane M. Luiso, Principal, Kittleman & Associates, 200 East Broward Blvd, Suite 1920, Ft. Lauderdale, FL 33301, (954) 712-1101; FAX: (954) 712-1102; e-mail: jluiso@kittleman.net.

Q & A On Nonprofits

Terrie Temkin

Q: *I just started working for a foundation after spending my career on the charity side. The board could use some basic information about its roles and responsibilities and I want to be sure it's getting the right information. I found some material on foundation boards, but it's wordy and I know I'll never get anyone to read it. I need some "Terrie plain-speak" to share.*

A: First, thank you for implying that I provide user-friendly information. That's always my intent. Thank you – NOT – however, for piling on the pressure!

Your experience on the charity side will stand you in good stead. Like directors on charity boards, foundation trustees are responsible for making informed decisions to further the mission while protecting the organization through strong fiscal and ethical management. This includes such things as understanding the issues, avoiding conflicts of interest, ensuring compliance with tax, recordkeeping and employment law, and managing the organization's finances and investments.

There are several unique aspects to foundation boards however. The most obvious is that they are responsible for making and monitoring grants. This means setting grant-making policy consistent with both the law and donor intent. For instance, the law allows foundations to make distributions to individuals, overseas charities and non-charitable organizations as long as certain rules are followed and records kept. The law also states that foundations must ensure that minimally 5% of their net investment assets are distributed annually. These laws can change. Up until now the 5% qualifying distribution has included overhead and similar expenses. There is talk of requiring that the 5% be limited to grants. Foundation trustees must stay abreast of such rulings in order

to keep their policies and practice current.

Maintaining a commitment to donor intent is one of the primary aspects unique to foundation boards. On the charity side, directors should chafe at donors who wish to control the direction the organization takes. On the foundation side they are entrusted with precisely the opposite responsibility – staying true to the direction and values of the donor. This can become tricky if as the world moves and changes at warp speed traditional interests become untenable or obsolete and the founder is no longer around to express his/her wishes in the face of this new reality. The trustees must determine how best to respect donor intent while meeting their duty of care, that is making the best possible decisions for the foundation.

Trustee commitment to donor intent extends to both the control and lifespan of the foundation. Some founders wish control to remain within the family or with specific trusted advisors. Some limit the life of the foundation to a specific number of years, generations or expenditure of dollars. These desires limit options but not responsibilities for current trustees. Sometimes, these factors are not specified and trustees are expected, along with all their other responsibilities, to recognize when the organization would benefit from opening the board to previously unimagined diversity or when symptoms necessitate splitting the foundation into splinter organizations with different foci or closing it down altogether.

The requirements of board service are more complex than most people imagine. This is particularly true in the case of foundations. I applaud you for seeking information you can share to make your trustees' job a little clearer.

Terrie Temkin, Ph.D. is an internationally recognized governance and planning expert. She is president of NonProfit Management Solutions, Inc., a principal in CoreStrategies for Nonprofits, Inc., and a longtime member of AFP. Contact her at terriet@nonprofitmanagementsolutions.com, 954-985-9489, or 866-985-9489.