



Fall 2006

# Fort Lauderdale/Broward Chapter

## NOTES & QUOTES

### 2006 Officers

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**VP Professional Educations**

*Vacant*

**Treasurer**

*Richard T. Schuster  
(954) 321-4643*

**Secretary**

*Stacy Zolotin  
(954) 776-3002*

**Immediate Past President**

*Lynn Croneberger, CFRE  
(954) 985-3454*

### 2006 Board of Directors

- Lisa Williamson Barker
- Don Eachus
- Sara DuCuennois
- Judi Long, CFRE
- Gail Meltzer, CFRE
- Nancy Reierson
- Berne Teeple
- Danay Torano
- Joanne Davis, CFRE
- Lisa Welch, JD

### TO CERTIFY OR NOT TO CERTIFY, THAT IS THE QUESTION!

By Gus Kein, M.A., CFRE, President

The market for professional fundraisers is on the rise. How does a non-profit know that they are getting a qualified fundraiser when they make a hiring decision? Experience is the key and looking into an individual's track record at other organizations is a help. But how can you demonstrate to potential employers that you have the necessary education, experience, and professional skills necessary to implement a successful fundraising effort? Perhaps the Certified Fund Raising Executive (CFRE) certification should be in your future!



Open to all fundraising professionals with five years or more in the field, the CFRE begins with an application which invites the individual to document five areas: education, professional practice, professional performance, and service. Points are awarded in each area and a candidate will be deemed eligible for certification when the total minimum number of points in each area is obtained. After your eligibility is determined, you are then scheduled to take a 225-question exam, which will test your knowledge of the fundraising profession. Upon successful completion of the exam, you are granted the CFRE credential for an initial three-year period.

So why go through the process of certification? By becoming certified, you increase your credibility and your career marketability. With the CFRE certification an outside source (CFRE International) has reviewed and tested your practical and intellectual knowledge of the profession. Certification shows others that you know what you are doing. The credential demonstrates that you care about the profession and are willing to invest in education and the professional development to improve your skills over time. Since the CFRE credential requires re-certification every five years (but no test again!) you show that you are "up-to-date" on matters relating to fundraising and non-profit management. But certification also reflects your achievement as a professional, which enhances the image of our profession while being positively recognized by your peers. Most of all, AFP salary studies have consistently shown that persons who obtain certification earn 17% to 23% more than their non-certified professionals.

While it may seem like a challenging process, the rewards to the professionals who complete it are many. If you are thinking of applying for the CFRE, make sure you keep records documenting your education, continuing education, funds raised, workplace projects and your community service. All these help you qualify for the exam. Points toward certification can be earned by attendance at AFP Speaker Lunches as well as participating in the Fundamentals of Fundraising Course. If you attend an AFP, NCPG, or other professional conference, keep a record of the seminars you attend there as well. Service on the AFP board, committees, or other non-profit volunteer service can bring you closer to certification as well. See the CFRE website at [www.cfre.org](http://www.cfre.org) for more detailed information.

To certify or not Certify? The choice is up to you. But I hope you will join myself, newly certified member Kathryn Cousins, CFRE, and other members who have obtained the CFRE. You will be proud of your accomplishment and receive the recognition you deserve!

# AFP MONTHLY LUNCHEONS

**Great Opportunities to Learn  
Great Opportunities to Network**

**On Thursday, October 12, 2006** we will be hosting a visit from Tim Burchill, CFRE, Executive Director of The Hendrickson Institute for Ethical Leadership. Tim's title for his presentation is *Ethics: An Every Day Practice*. This session is to raise awareness that actions we take and decisions we make as development professionals often have ethical implications. We will review specific ethical issues with fundraising and have an interactive discussion of ethical cases.

**National Philanthropy Day** is scheduled for 11:30 AM, Wednesday, November 15, 2006 at the Broward County Convention Center. Please make your reservations today!

**In December**, AFP will be holding a special panel discussion on Thursday, December 14, 2006. The topic is Fundraising for Faith-Based Organizations. We will have representatives from three faith-based organizations discussing their role and responsibilities and what those of us in the secular community can learn from some of their fundraising techniques. We hope to see all of you at these exciting luncheons.

**For Career Opportunities  
visit  
[www.afpbroward.org](http://www.afpbroward.org)**

## ABOUT AFP

The Association of Fundraising Professions (AFP) represents over 25,000 fundraisers in more than 170 chapters throughout the world, working to advance philanthropy through advocacy, research and education. The Association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

The Fort Lauderdale/Broward Chapter has a membership base ~160 development professionals in the area. For more information about AFP and our other activities, please visit our website at [www.afpbroward.org](http://www.afpbroward.org).

## NOTES & QUOTES CONTACTS

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## KEEPING THE PUBLIC TRUST: ETHICS IN FUNDRAISING

by Vicki Katz, CFRE

What does it mean to think and act ethically, while facing the daily pressure to find the funds that will meet the needs of our non-profit organizations? Balancing these needs while following a set of best practices and ethical decision-making is key. As members of AFP, we know that ethics form the cornerstone of our profession and are asked to sign the Code of Ethical Principles that guide our actions.

Most ongoing ethics discussions concern our personal code of ethics, including topics such as conflict of interest, accepting compensation based upon the size of gifts and upon the use of donor information gained from our work at other institutions.

In recent years the emerging field of organizational ethics and accountability has been the focus of much public outcry, in both the non-profit and for-profit communities. Almost every day the newspapers offer negative headlines, undermining public trust in our sector. It is imperative that our non-profit organizations maintain the trust of our donors.

A code of organizational ethics can be the first step in helping to make ethical decisions a part of your culture. An easy place to begin is to compare such practices as gift acceptance to the mission and values of your organization. Share the AFP Code of Ethics with your board by setting aside some time during a board meeting or retreat. The leaders of any organization set the stage for ethical behavior. But, just having a code of ethics isn't really enough. In the end you will be judged not by the code, but by your actions and practices.

You can build donor trust by educating your board members and involving them in the understanding of ethical fundraising. Build donor trust through a solid communications plan and by fulfilling donor intent in gifts to your organization.

Where can you turn for advice? As fundraisers we have an obligation to the charities we serve. Many times there are no easy answers leading to an ethically correct decision. AFP offers a wealth of information and resources that can assist you in ethical decision-making. Visit [www.afpnet.org/ethics](http://www.afpnet.org/ethics) for copies of the AFP Code of Ethics and the Donor Bill of Rights, along with articles on topics of interest and emerging issues.

*And be sure to mark your calendar for the October 12<sup>th</sup> chapter meeting on ethics. Joining us is Tim Burchill, executive director of The Hendrickson Institute for Ethical Leadership at Saint Mary's University of Minnesota, who will summarize some interesting and ethical dilemmas and conduct an inter-*

# NATIONAL PHILANTHROPY DAY

Thursday, November 15<sup>th</sup>, 2006  
Broward County Convention Center  
11 AM Registration  
12 Noon Luncheon and Awards



*Berne Teeple & Sara DuCuennois,  
Co-Chairs*

On November 15<sup>th</sup>, 2006, our chapter will be among the hundreds of AFP chapters across North America celebrating National Philanthropy Day (NPD) and the spirit of giving. More than 700 individuals will gather at the Broward County Convention Center

to honor Broward County's most outstanding philanthropists, supporters, and volunteers.

We are honored to announce the 2006 National Philanthropy Day Award Winners:

- Outstanding Volunteer Fundraiser  
Virginia "Ginny" Miller, Miller Construction
- Outstanding Fundraising Executive  
Kathryn J. Cousins, American Red Cross
- Outstanding Youth in Philanthropy  
Jordana Contrucci
- Outstanding Corporation  
Citrix Systems, Inc.,
- Outstanding Foundation  
Josephine S. Leiser Foundation, Inc.
- Outstanding Philanthropist – The Fernandez Family
- Outstanding Organization – Students Helping Achieve Philanthropic Excellence (SHAPE)

National Philanthropy Day, our chapter's signature event, is made possible by the generous support of The Mark J. Gordon Foundation, presenting sponsor for the event. Additional sponsors include Mrs. I. Lorraine Thomas, Miss Mary Porter, South Florida Sun-Sentinel, Atlantic Litho, Citrix Systems, Inc., Kittleman & Associates, Bashful Daisy, Mr. Steve Halmos of Halmos Holdings, Memorial Foundation and Joe DiMaggio Children's Hospital Foundation, Miami Dolphins, Maroone, an AutoNation Company, Mr. Berne Teeple, ANF Group Inc., The Trust for Public Land, BankAtlantic Foundation, Miller Construction, Memorial Healthcare, and Publix Super Markets Charities.

The luncheon, Broward's premier event honoring area philanthropists, will take place at 11:00 a.m. on November 15 at the Greater Fort Lauderdale Broward County Convention Center. Tickets for the luncheon are \$600 per table (10 guests) for nonprofits and corporate tables at \$1,000 (10 guests) and individual tickets are \$75 per person. For more information, please contact Sara DuCuennois at (954) 262-2103.



*Kathryn Cousins,  
Outstanding Fundraising  
Executive*

## WELCOME TO OUR NEW MEMBERS

**Larry Breslau**  
Geiger

**Mary Capobianco**  
CEO

Planned Parenthood  
of South Palm Beach & Broward

**Mark Cole**



**Terry Wallace Flannery**  
Director of Development  
Deliver the Dream

**Klein Merriman**

**Sandy Pierce**  
Managing Member  
Blacktie South Florida

**Robert J. Riggs**  
Director of Major Gifts  
Museum of Art Fort Lauderdale

**Kate Rodriguez**  
Manager of Special Events  
Memorial Foundation  
Joe DiMaggio Children's  
Hospital Foundation



**Michele Scanlan**  
Grants Coordinator  
Memorial Foundation  
Joe DiMaggio Children's  
Hospital Foundation

**Rachal Solomon**  
Business Manager  
Fort Lauderdale Children's  
Theatre

**Bruce Thompson**  
Director of Development  
Calvary Chapel Fort  
Lauderdale

## AFP MEMBER NEWS

Congratulations to American Red Cross Chief Development Officer **Kathryn J. Cousins** and Broward Center for the Performing Arts Foundation Interim Executive Director **Gus Kein** on obtaining their CFRE Accreditation. CFRE International offers the only internationally-recognized baseline professional credential for philanthropic fundraising executives. Based on current and valid practice-based standards, the Certified Fund Raising Executive (CFRE) designation is a personal and professional achievement that sets standards in philanthropy.

**Bich-ly Ludwig** has joined The Leukemia & Lymphoma Society as Campaign Director.

**Rosemarie Stiegele** has been appointed Director of Development for Children's Home Society of Florida, Intercoastal Division. Rosemarie, a development professional for 25 years, fifteen of the years spent at CHS, is returning to the Division after holding key positions with the CHS Foundation Office. In 1991, Rosemarie championed CHS to complete its \$3.2 million building campaign, creating the I. Lorraine Thomas Children's Emergency Home and Family Support Center.

Congratulations to **Joanne Welch** of The Leukemia & Lymphoma Society on her marriage to Michael Davis. The couple wed on July 8<sup>th</sup> in Palm Beach.

**Kristen Barrett** has been appointed Resource Development Director for Broward Housing Solutions.

**Maria Puente-Duany** has been appointed Director of Development for Nova Southeastern University's Farquhar College of Arts and Sciences.

Please share your recent accomplishments with your AFP colleagues including new positions and assignments, honors, professional affiliations, marriage, or births. Please send your member news to Sara DuCuennois at [ducuenno@nsu.nova.edu](mailto:ducuenno@nsu.nova.edu).



# AFP LUNCHEON



## TERRIE ON NONPROFITS Is Requiring a Board Application Asking too Much?

**Q:** Please settle an argument for us. Some on our board would like to require that potential board members complete an application. Others say that there aren't enough people vying for seats to risk scaring away those that are potentials. They feel a résumé or a recommendation should be sufficient. Is it?

**A:** I like board applications. They connote the sense of responsibility that is inherent in board service. And let's face it... if someone won't take the time to complete an application can we realistically expect they'll do much of anything else? Applications also provide a way of comparing apples to apples, since people's skills and experience are laid out in a similar manner, making it easier to evaluate what each is bringing to the table. This being said, there is nothing sacred about board applications.

Résumés will work. Recommendations – preferably from more than one individual and based on more than “s/he is a lawyer (or similarly respected profession)” or “s/he has sat on several other boards” – also work. Better is an in depth interview. And best is having seen the person in action because that individual has already served on one or more of your committees and has attended your events. All of this assumes, of course, that the individual has skills that the organization expects to need in

the near future.

Of concern to me is the assumption underlying your original question: People aren't lining up to serve, so how picky can you be? You had better be very picky or people will never line up at your door. The less we expect of individuals, the less they will give. It's Psychology 101: the lesson on self-fulfilling prophecy. And once some people are not pulling their weight others become defiant and decide they don't need to either. People stop showing up at all because nothing ever gets done and they don't want to waste their time. Before too long there is no organization.

People work hardest for those who expect the most. Best is that they tend to respect and treasure those experiences more than others. What will attract people to your doorstep is a reputation for offering the chance to do meaningful work, be challenged and work with others like themselves.

Terrie Temkin, Ph.D. is an internationally recognized governance and planning expert. President of NonProfit Management Solutions, Inc. for 12 years, she has recently rolled her practice into CoreStrategies for Nonprofits, Inc., where she has been a principal for the last three years. Terrie is a longtime member of AFP. Contact her at [TerrieTemkin@CoreStrategies4Nonprofits.com](mailto:TerrieTemkin@CoreStrategies4Nonprofits.com) or 888-458-4351 Ext. 3.



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