



NOTES & QUOTES

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LET'S TALK ABOUT AFP

By Barbara Witte, President

I am very proud to be part of the committed and caring team that is our Fort Lauderdale/Broward AFP chapter. The connections we forge and the best practices that we integrate into our work, thanks to AFP, give us and our missions a distinct edge.



When our Board met in December to discuss plans for 2007, we asked ourselves...how we could reach out to the nonprofits and fundraisers who are unaware of AFP. What about the people working in the field who have not accessed our resources? We know that the investment we make in AFP pays dividends that include increased efficiency, better fundraising results, more successful programs overall. But how can people who do not participate in AFP know this?

We quickly realized that we must engage more of the estimated 2000 nonprofits in our area. The saying goes, "All boats rise with the tide," and we need more boats rising as fundraisers get stronger and work smarter.

This drove our plans for the year, and they are exciting:

- We are inviting broad participation by greatly expanding our scholarship program.
We are increasing our PR so that everyone knows the resources available to them.
We are connecting seasoned professionals with newer members on an on-going basis.
We remain dedicated to offering outstanding monthly programs.
Our website - www.afpbroward.org - will be updated to assure it is a nimble tool.
We will be producing an AFP chapter brochure to illustrate our programs and services.

Join us as we make a special effort to reach out.

- Bring a guest to a lunch meeting. Request a scholarship for a free lunch on our website (www.afpbroward.org).
Visit www.afpbroward.org and send suggestions to: lisa.welch@tpl.org
Sign up for a committee and benefit from a new level of engagement.
Make your supervisor and board aware of your AFP involvement. Talk about it!

We look forward to each and every member experiencing their best fundraising year yet. Thank you for being a part of the team to make it happen.

AFP SCHOLARSHIPS

Dear AFP:

This past October I had a wonderful opportunity to attend the AFP Planet Philanthropy conference in Orlando, FL. I focused my classes on the event track as to provide me with new ideas, contacts and a better understanding of putting all the pieces of an event together. I left the course with a solid understanding of every aspect of an event and have been able to transfer the components of the course into my actual work product. I left this conference with a renewed commitment and understanding of events and am more confident that this is the right career path for me.

I thank AFP for not only putting together a fabulous conference but for offering me a scholarship so that I could attend. This conference made a great impact on my life and I am sure it will only continue to guide me on future projects.

Sincerely,
Allison Mintz
Corporate Relations & Special Events Manager
American Red Cross / Broward County Chapter

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 of over 150 development professionals in the area. For more information about AFP and our other activities, please visit our website at www.afpbroward.org.

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A YEAR IN THE LIFE OF AFP

By Gus Kein, MA, CFRE, Immediate Past President



It was Tennessee Williams who remarked, "Time is the longest distance between two places". Which, translated into the vernacular, means it takes a whole lot more time to get from January to December than from New York to Los Angeles. But the passage of time also is a measure of things, goals, objectives, and priorities. Over time, we humans grow, (hopefully) learn, and become better at being, well, human!

As an AFP chapter, I think that we have accomplished quite a lot in the past year. One of our goals was to increase communications with our members – be it through e-messages, newsletters, or through our enhanced website. In January 2006, you could not register for lunches, classes, or National Philanthropy online. Now you can – with Visa, MasterCard, or American Express! Our web team, led by Lisa Welch, provided robust content for use in local organizations.

National Philanthropy Day 2006 was one of our best yet. Building on the success of previous capable chairs, Berne Teeple and Sara DuCuennois created opportunities for outstanding attendance, record breaking sponsorships, and enhanced visibility. It could be said that NPD has become THE philanthropic event of the season!

Our very successful Fundamentals of Fundraising Course, held in January to March of each year, proved to be a popular choice again in 2006. Over 25 people completed the class, led by Leslie Brown, CFRE. As we begin what I believe to be the 9th year of Fundamentals, a whole new crop of people are ready to learn and improve their skills as fundraisers.

Another priority was to maintain the quality of our lunch programs and speakers. Richard Anderson and Steve Siegel did just that – bringing four nationally recognized speakers and high quality local lights to our chapter meetings this year. These meetings were well attended, even in the summer months. Diversity, Ethics, Planned Giving, and Trends were all highlights of the past year.

But what I think is the most important thing we accomplished is building a "top-notch" team in our board and committees. No one rises to a position of success without the help of a lot of people. That is true of my work as President in 2006 – many people made our successes possible and to each of you I am very grateful. Thank you for making my year as your president rewarding, fulfilling, and wonderful. You are the best chapter in AFP!

For Career Opportunities
visit www.AFPBroward.org

AFP MEMBER NEWS



Lynn M. Croneberger has accepted the position of Chief Development Officer at Mary's Center in Washington, DC. Lynn will certainly leave a legacy of passion and commitment in the healthcare industry for Broward County. She spent eight years with the American Heart Association and has been with the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation supporting the work of the Memorial Healthcare System since 2000. In addition to her work at the Foundations, Lynn was committed to her volunteer work with the Association of Fundraising Professionals. She has served on the board of the Fort Lauderdale/Broward Chapter of AFP in several capacities and was president of the organization in 2005. Lynn was also the 2004 Outstanding Fundraising Executive at National Philanthropy Day. Congratulations, Lynn and the very best to you in DC!



Terry Wallace Flannery was named director of development for Deliver the Dream, a not-for-profit retreat program for children and families facing serious illness or crisis. In her new position, Terry will promote Deliver the Dream to increase its donor platform by developing alliances throughout Florida, Georgia and North Carolina. Before joining Deliver the Dream, Terry worked for the Cystic Fibrosis Foundation.



Mary Riedel was named Director of Major Gifts at Nova Southeastern University (NSU) this past fall. She joined NSU's Office of Development following her retirement as Community Affairs Manager for Sun-Sentinel and Publisher of the Monday **Society** section. Mary is working on many projects at NSU including seeking philanthropic support for the new University Center that opened in August. NSU's University Center is a 366,000 square foot "fusion" center located on its main campus in Davie that includes a wellness/fitness complex, an arena that can seat up to 4,500 for sporting, entertainment and community events and a Performing Arts Center wing with performance spaces and classrooms. **Mary** can be reach at the NSU Office of Development, 954-262-2136, or at mriedel@nsu.nova.edu.

Dawn Wilson, Vice President for Educational Advancement at the Council for Educational Change/South Florida Annenberg Challenge, was accepted into Leadership Florida's Class XXIV and completed the program in 2006. Leadership Florida's mission is "build a strong, diverse statewide network of leaders with a shared commitment to connect our communities and to make Florida a better place in which to live and prosper".

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 Your news will be featured in the next AFP newsletter.

WELCOME TO OUR NEW MEMBERS

Margarita Borda, APR
President
Connexus Consulting
(picture not provided)



John Fisher
Vice President
Christian Community Foundation

Chantal Marie Nichtawitz
Leadership Giving Manager
American Red Cross, Broward County Chapter
(picture not provided)



Anne O'Connell
Public Relations and Fundraising Coordinator
BECON



Nancy J. Olson
Executive Director
Florida Marlins Community Foundation

Angela Puertas
Development Specialist
Children's Home Society
(picture not provided)

TERRIE ON NONPROFITS

Serving a Dual Master can be Dangerous

Q: I need a definitive answer! Can a staff member serve on the board of the organization for which s/he works?

A: The only “definitive” answer is that it depends on your bylaws or your own written policies. State and Federal law are mute on the subject, so if it is not prohibited in your documents, you could assume that it is okay. That being said, it is not a good idea to have an employee sitting on the board.

Yes, you will have someone who—presumably— is dedicated and really knows the organization, its mission, stakeholders and place in the community. However, I believe that benefit is wiped out by the negatives that such a situation engenders.

First is the issue of role confusion. The executive director supervises all staff, but the board supervises the executive director. A staff member on the board means that in one situation s/he is the subordinate and in another s/he is the boss. What happens if the executive director as supervisor does something that the staff member either individually or as a part of the larger staff doesn't like? Is that going to impact how the staff member as board member/boss handles the grievance, writes/implements policy, makes recommendations/decisions or evaluates the executive director? What about other staff? Will they feel encouraged to do an end-run around the executive director and work through their colleague and their colleague's colleagues on the board? And if any of these scenarios are possible could that conceivably impact the decisions that the executive director makes in the first place, perhaps to the detriment of the organization?

Perhaps a greater issue, however, is the ability of the staff member as board member to fulfill his/her duties of loyalty and care. Duty of loyalty requires that board members put the organization's needs ahead of their own. They not only have to avoid conflicts of interest, to truly protect the organization they should avoid the appearance of any conflicts of interest. Because boards often write policies or make decisions that impact staff, having a staff member serve as board member would require that person to recuse him/herself from discussions and votes that could potentially impact his/her position. This individual might end up spending more time out in the hall than in the boardroom, depriving the total board of an important perspective and affecting everyone's ability to meet the duty of care, which requires all board members to make the best informed decisions possible for the organization.

Related to the above, if your staff member serving as board member does happen to participate in decisions with the potential for personally benefiting him or her, it could cost the entire board financially. Let's say the individual votes on the budget and that budget includes salary increases for staff. If the percentage of increase was ever challenged as being too high that individual could bring excess benefit taxes on the entire board up to 200% per person of the amount determined to be “excess.”

Personally, I would suggest going outside the staff to find board members. While recruiting from within may be legal, it isn't prudent.

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.

ENHANCE YOUR FUNDRAISING SKILLS BY ATTENDING FUNDAMENTALS OF FUNDRAISING CLASSES

The Fundamentals of Fundraising program, presented by the Association of Fundraising Professionals Fort Lauderdale/ Broward Chapter, is a unique opportunity for nonprofit professional staff, volunteers and board members to learn from Broward County's finest fundraising professionals in a sharing, educational environment. The ten information packed sessions will help attendees effectively plan, organize and successfully manage their fundraising program. Topics include Board Development, Rules & Regulations for the Nonprofit Organization, Designing an Annual Giving Program, Ethics in Fundraising, Special Events, Donor Identification & Research, Soliciting Major Gifts, Creating Special Campaigns, How to Solicit Foundations, Corporations & Corporate Support and Introduction to Planned Giving. Each session is two hours long and will begin on January 24 and continue on January 31 and February 7, 14, 21, 28 and March 7, 14, 21 and 28. Participants must attend seven classes to receive a certificate of completion. All participants must be pre-registered to attend. Registration is \$129 for AFP members and \$149 for nonmembers for all ten classes. A \$100 fee will be charged if a second person from the same organization wishes to attend all ten classes. Classes are held at the Sun-Sentinel Auditorium, located at 200 East Las Olas Blvd, Fort Lauderdale. To inquire about scholarship opportunities or to sign up for the ten week series, go to www.afpbroward.org or call 954-476-3656.

NATIONAL PHILANTHROPY DAY LUNCHEON

RAISES RECORD \$70,000

The Association of Fundraising Professionals (AFP) Fort Lauderdale/Broward Chapter raised a record gross of \$70,000 at its 18th Annual National Philanthropy Day luncheon, which honored a diverse group of South Florida philanthropists. The luncheon attracted nearly 700 guests at the Broward County Convention Center in recognition of National Philanthropy Day, a worldwide celebration of philanthropy on November 15th.

Co-chairs Sara DuCuennois and Berne Teeple both stated how extremely grateful they were to The Mark J. Gordon Foundation, who was this year's presenting sponsor. Mr. Gordon also delivered an eloquent keynote address at the luncheon, in which he detailed the importance of teaching youth the basic skills to become philanthropists in their own community.

The following outstanding award winners were recognized at the luncheon:

- The Fernandez Family - Outstanding Philanthropist
- Citrix Systems, Inc. - Outstanding Corporation
- The Josephine S. Leiser Foundation - Outstanding Foundation
- SHAPE - Outstanding Organization
- Virginia "Ginny" Miller - Outstanding Volunteer Fundraiser
- Kathryn J. Cousins, CFRE - Outstanding Fundraising Executive
- Fran Payne - Lifetime Achievement Award
- Jordana Contrucci - Outstanding Youth in Philanthropy

The National Philanthropy Day 2006 Luncheon was made possible by the generous support of The Mark J. Gordon Foundation, Mrs. Lorraine Thomas, Miss Mary Porter, South Florida Sun-Sentinel, Atlantic Litho, Citrix Systems, Inc., Kittleman & Associates, Bashful Daisy, Mr. Steve Halmos of Halmos Holdings, Joe DiMaggio Children's Hospital Foundation and Memorial Foundation, Miami Dolphins, Maroone, an AutoNation Company, Mr. Berne Teeple, ANF Group Inc., The Trust for Public Land, BankAtlantic Foundation, Miller Construction, Publix Super Markets Charities, and Memorial Healthcare Systems.

Proceeds from the luncheon will support AFP Fort Lauderdale/Broward Chapter scholarships and educational programs. Scholarships are available for professional fundraisers to attend the annual 10-week Fundamentals of Fundraising Series, monthly AFP luncheons and the annual International AFP Conference. Scholarship funds are also available to fundraising professionals for a one-year membership to AFP. To apply for a scholarship, contact Kathryn Cousins, AFP Fort Lauderdale/Broward Chapter President Elect at 954-797-3807 or cousinsk@usa.redcross.org.





2007 AFP Board of Directors



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