



NOTES & QUOTES

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Secretary
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Immediate Past President
Lynn Croneberger, CFRE
(954) 985-3454

2006 Board of Directors

- Lisa Williamson Barker
Cristina Chediak
Don Eachus
Sara DuCuennois
Danielle J. Johnson
Judi Long, CFRE
Gail Meltzer, CFRE
Tracy M. Porter
Nancy Reiersen
Berne Teeple
Danay Torano
Joanne Nowlin Welch, CFRE
Lisa Welch, JD

AFP: The Best Kept Secret in South Florida?

By Gus Kein, President



Florida is home to over 50,000 nonprofit organizations that directly employ about 430,000 people, according to an article entitled Economic Contribution of Florida Nonprofit Organizations: A Resource for the Public Good (published by Rollins College in April 2002). As the sixth largest source of employment in Florida, non-profits hold assets of \$63 billion and receive more than \$43 billion in income each year. The report estimates that unlike the for-profit sector, non-profits generate 88 million hours of volunteer time – equal to that of 42,000 full time workers!

In Broward County, estimates of the number of non-profits vary from several hundred to nearly 3,000. As more and more people call South Florida home, demands on non-profits will grow. That will bring the opportunity for non-profits to enhance their public awareness, expand their mission, and enhance their fundraising opportunities. Many new residents will seek ways to get involved in their community and non-profits can be a gateway for that involvement.

With 152 members as of this writing, AFP Fort Lauderdale/Broward only represents about 5% to 8% of the total non-profits in Broward County. If you speak to any non-profit executive they will tell you that raising more funds is always a challenge. Many of the non-profits in our community may be small and have no professional staff, yet each of them has the need to learn more valuable ways to raise funds. With the growth of our community and the need for effective fundraisers and fundraising techniques, AFP should be three times a large as we are. Could it be that AFP is the best-kept secret in South Florida?

It's true that we hosted over 550 people at the National Philanthropy Day luncheon in November 2005. Our Fundamentals of Fundraising class has over 30 students learning the basic techniques of fundraising right now. Each month 45-65 people attend our informative speaker lunches to better their professional performance. Important networks and alliances are built through our chapter members. Our Donor Bill of Rights and Standards of Professional Practice (Code of Ethics) provides a framework to guide us as we strive to be professional and ethical fundraisers.

The biggest challenge we face is becoming as effective communicators as we are fundraisers! There are a lot of useful things happening in AFP that can impact non-profit professionals. In 2006, we are committed to building on our successful programs by adding more efficient communications. By enhancing the use of our website, developing a marketing and public relations plan, and the use of "e-communication" with our members and friends, we hope that those in the non-profit community will become aware of what a powerful ally AFP is in their work. But you can help too. By speaking positively about AFP in the community, you can be an ambassador to others for AFP. Through these formal and informal means we can increase the awareness of the non-profit community and AFP will no longer be the "best kept secret in Broward County!"

## AFP MEMBER NEWS

**Frank Casale** has been promoted from Executive Director of Planned and Deferred Gifts, a position he held for the past seven years, to Assistant Vice President of Alumni Relations at Barry University.

**Joanne Welch** has been named Executive Director of The Leukemia & Lymphoma Society, Southern Florida Chapter. The Southern Florida Chapter serves Broward, Dade, and Monroe Counties and Puerto Rico.

**Barbara Witte** has been named Vice President, Philanthropic Services of the Community Foundation of Broward. Barbara served as Director of Development for SOS Children's Villages-Florida for the past seven years, and joined the team at the Community Foundation in December. Barbara is our AFP Chapter President-Elect, and most recently served as Vice President of Professional Education in 2005.

## 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](http://www.afpbroward.org).

## NOTES & QUOTES CONTACTS

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## NEW ONLINE REGISTRATION AND CREDIT PAYMENT PROCEDURES

By Rick Schuster, CFRE, Chapter Treasurer

Online registration is coming for reservations to the Luncheon Meetings of your Fort Lauderdale/Broward AFP Chapter. The new system will also let you pay online by credit card. It will go into effect for the March Luncheon Meeting.

Here's what you need to know:

- When you click on the registration button -- from the email meeting notice or on our website -- you'll be taken to our Luncheon Registration page.
- You select the number of Members and/or Guests who will be attending the event, and then hit "Continue."
- The next screen asks for demographic information. You can have the site "remember" this information so you won't have to enter it again. Then you go to "Checkout."
- At Checkout you enter your payment information. Under *Comments and Notes*, please also give us the names of any others you may be paying for or who will be paid for by the invoice. We'll take Visa, MasterCard or American Express. If you wish to bring a check or pay with cash at the luncheon, you can select the "Invoice" option.
- After you Checkout you'll receive an e-mail with your credit card confirmation or an invoice.

Please keep in mind the following:

1. All luncheon attendees must register through the website.
2. Credit card payment will **only** be accepted through the website.
3. If you wish to pay at the door you will receive an invoice after you register, and only cash or checks will be accepted at the door.

For our first month, this will be a bit of a "work in progress" if things go well, we'll be able to expand the service and accept credit cards at the door if you've registered online

If you have any comments or suggestions once we are underway, please let us know by dropping a note to us at [afpbroward@att.net](mailto:afpbroward@att.net).

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

# TERRIE ON NONPROFITS

## Defining Your Quorum

**Q:** We are redoing our bylaws and are stuck on the percentage we should use for defining our quorum. Is this regulated anywhere? If not, is there a “best practice?”

**A:** The State of Florida does not regulate quorum size. The final report of the Panel on the Nonprofit Sector – the basis for legislation recently passed by the Senate Finance Committee – ignores the issue. And, I know of no percentage that can be identified as “best practice.” However, I think there are some very real issues with which an organization should grapple in order to come up with an appropriate quorum, and these center around the question “Why?”

Any time you face a change in bylaws I suggest answering “Why is this issue important?” “Why does this section read as it currently does?” “Why are we considering a/this change?” When looking specifically at the issue of a quorum I think you must also ask, “Why do we need a quorum in the first place?”

In my mind, a quorum is set to guarantee that a sufficient number of people vote on your issues. The more people involved in the process the greater chance that questions will be asked, the status quo will be challenged, and a diversity of opinions will be raised. When these three things happen it becomes more likely that your final decisions will be the best they can be.

Having more people involved also prevents a small number of perhaps renegade directors – or directors with a vendetta – from being able to make decisions with which the majority would not agree. This can easily happen if your decisions require only a simple majority of votes and your quorum demands that only a minimum number of directors be present to vote.

The potential negative impact of low quorums is magnified with the trend toward smaller boards. Consider a board of 10.\* And, let’s say that the board has a quorum of 50%, which is a common percentage. A vote could be taken with only five people in attendance (50%) and three people (the majority) could end up deciding key issues. Conceivably, the remaining seven board members could disagree with the outcome.

The justification for low quorums is that so few people come to board meetings, a higher quorum would prevent the board from accomplishing any work. I would suggest that if you are concerned about this, work should be done to *increase attendance at board meetings*. Directors have a moral obligation to participate and a legal duty to discharge their duties in good faith. At the very least this implies that they show up. You serve no one’s interest – and especially not the organization’s – if you bow to the lowest common denominator and give people “permission” not to attend meetings.

\* While I wouldn’t recommend it, most states mandate a minimum of only three board members, which is the same *minimum* recommended in the final report of the Panel on the Nonprofit Sector.

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](mailto:terriet@nonprofitmanagementsolutions.com), 954-985-9489 or 866-985-9489.

# WELCOME TO OUR NEW MEMBERS

**Marilyn Bach- Nunez**  
Assistant Director of Development  
Legal Aid Service of Broward County

**Susan Galler**  
President  
The Galler Group



**Gina J. Graves**  
Director of Development  
Junior Achievement

**Wendy Kaplan**  
Director of Development  
Hillel Community Day School

**Sheriann Namer**  
Development and Special Events  
Gilda’s Club



**Elaina Judith Ozrovitz**  
Director of Development  
ACLU of Florida

**Rebecca Reichert**  
Director of Development  
FAVACA

**Rod Taylor**  
Managing Partner  
New River Communications

**Madeline Mary Timoney**  
Campaign Associate  
United Way of Broward County

**Kathy Tricomi**  
Director of Development  
Humane Society of Broward County

**Audra H. Vaz**  
Director of Development  
Volunteer Broward

# “525,600 MINUTES. HOW DO YOU MEASURE A YEAR?”



In Board Meetings, in Luncheons, in Socials, in AFP E-Wires? In new friends and colleagues?

My year as President of the Fort Lauderdale/Broward Chapter was definitely a quick one. We completed a majority of the initiatives we set out to accomplish which were: start a Diversity Program, expand our Ethics Program, develop a Board Governance Committee to review Board policies and

implement a Public Affairs program.

Our former Board member and AFP friend **Eli Jordfald** gave our annual Ethics presentation at an extended luncheon. Each year this continues to generate more and more interesting discussion of real life scenarios.

The development of a Board Governance Committee was our most challenging initiative and one we will continue to work on. Thanks to the leadership of **Gail Meltzer** we now have nomination forms, board member guidelines, and a commitment letter for new Board members.

We laid the groundwork for the Public Affairs program with the help of **Vicki Katz**. As we heard Paul Cloley, Vice President & Editorial Director of the Non-Profit Times discuss at the January luncheon, there is a significant amount of legislation targeting fundraising and philanthropy on the horizon, and the more we are prepared and informed, the better off we will all be.

It was the Diversity Initiative, however, that I was most proud of. In addition to launching a Diversity program, we set up a scholarship fund for Diversity memberships and education programs with the Sun-Sentinel. I would like to thank **Mary Riedel** and **Danay Torano** for their commitment and support of our Diversity Initiative. The AFP Sun-Sentinel Diversity Scholarship Fund sponsored 10 luncheon scholarships and 4-membership scholarships by year end with more to follow. **Bich-ly Ludwig** and **Cristina Chediak** pitched in after **Liz Rios'** launch of the program and made it successful.

Additional success include hiring our first ever Chapter Administrator **Laura Silverman**. **Joanne Welch** ensured our Every Member Campaign was one of the most successful in the Country with a total of \$12,425 raised- a 60% increase over last year. **Leslie Brown** continues to tirelessly chair our Fundamentals course that always demands great participation from the new fundraisers in our community.

And the year would not be complete without acknowledging **Kathryn Cousins** and her committee for setting a new

record for National Philanthropy Day sponsorships, despite Katrina and Wilma!

Thanks also to **Barbara Witte** and her interesting and thought provoking Education Programs, to **Nancy Reierson** and her great editorial work on our Newsletter, to **Stacy Zolotin** for her complete and always timely minutes and to **Don Eachus** for his work as treasurer. Last but not least, thank you **Gus Kein** for keeping our Membership strong, always having my back and being the best President-Elect ever.

Most importantly, we made lots of new friends this year, and I cannot think of a better way to measure a successful year!

Lynn Croneberger, CFRE, Immediate Past President

## AFP MONTHLY LUNCHEONS

**Great Opportunities to Learn ... Great Opportunities to Network with Your Fellow Fundraisers!**

**March 9**

### **Finding the Millionaire Next Door - Through the Mail**

You know they're out there just waiting to be asked. So how do you get "the Millionaire Next Door" into the door of your nonprofit? Learn how direct mail is the best way to find them and solicit that all-important initial gift...and how to use direct mail and other direct response techniques to build a relationship with these donors, upgrade their giving and move them up the "donor pyramid." Presented by Richard P. Anderson, Vice President, Copland O'Neil and former Development Director at the Humane Society of Broward County.

**Special Date - Special Presentation**

**April 21**

**Alphonse J. Brown, Jr., ACFRE,**

**Chair of the Association of Fundraising Professionals**

Don't miss one of the most sought after speakers in the fundraising community - Alphonse Brown - as he shares his exciting vision of the future of philanthropy.

Mark Your Calendar for these upcoming luncheons! And make sure we have your updated email address so we can send you the details on topics and speakers. Please send us your up-to-date contact information via email to: [AFP-Broward@att.net](mailto:AFP-Broward@att.net)



# SEVEN INDIVIDUALS AND ORGANIZATIONS HONORED AT 2005 NATIONAL PHILANTHROPY DAY

National Philanthropy Day is a special day set aside in November to recognize and honor the great contributions of philanthropy – and those people active in the philanthropic community – to the enrichment of our world. The 17<sup>th</sup> Annual *National Philanthropy Day*® Luncheon on November 16, 2005 hosted 550 people at the Broward County Convention Center where seven awards were presented to individuals and organizations.

AFP was pleased to honor those individuals and organizations who demonstrated remarkable vision, generosity and dedication to the community. This year's outstanding honorees were:

Outstanding Philanthropist: **Miss Mary Porter**

Outstanding Volunteer Fundraiser: **Robert C. Radice**

Outstanding Foundation: **Andy Roddick Foundation**

Outstanding Corporation: **AutoNation/Maroone**

Outstanding Youth in Philanthropy: **Gillian Mayersohn**

Outstanding Fundraising Executive: **Joanne Nowlin Welch, CFRE**

Lifetime Achievement Award: **Nancy Strom (posthumously)**

The event raised \$18,000 to advance the mission of AFP thanks to our generous sponsors AutoNation, Atlantic Litho, Bob and Teri Radice, CCS Fund Raising, Halmos Holdings Inc., Holy Cross Hospital, I. Lorraine Thomas, Joe DiMaggio Children's Hospital Foundation, Miss Mary Porter, and the Sun Sentinel.





Fort Lauderdale/Broward Chapter

## AFP LUNCHEON



## MARK YOUR CALENDARS!!

**18<sup>th</sup> Annual National Philanthropy Day Celebration**  
**Wednesday, November 15<sup>th</sup>, 2006 at 11:30 AM**  
**Broward County Convention Center**

**Begin thinking about your organization's Table Honoree or who you will nominate for one of the following awards:**

- **Outstanding Philanthropist**
- **Outstanding Corporation**
- **Outstanding Foundation**
- **Outstanding Volunteer Fundraiser**
- **Outstanding Fundraising Executive**
- **Lifetime Achievement Award**
- **Outstanding Youth in Philanthropy**

**For more information on National Philanthropy Day or if you are interested in serving on the host committee, please contact co-chairs Berne Teeple at [bteeple@bphi.org](mailto:bteeple@bphi.org) or Sara DuCuennois at [ducuenno@nova.edu](mailto:ducuenno@nova.edu).**



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