



AFP eNewsletter

July 2015



A Message from Our Chapter President

Dear Fund Raising Professionals,

You might be asking how does one become a member of the AFP Greater Detroit Board? I promise there's no secret handshake. The best way to get noticed is to volunteer for one of our [committees](#). It's the first place we look for individuals with a proven chapter volunteer track record to recruit to the board. We are currently in the process of setting our goals for 2016, so now is a good time to join!

One of the most popular committees is Program. This committee is open to membership for a short time each year, and now is that time. This group holds a retreat in the fall to plan the upcoming year's programs, goals and budget, so sign up now if you wish to serve on this [committee](#) next year.

Our Sponsorship Committee is in high gear for our National Philanthropy Day Celebration Dinner held in November, and can always use another dynamic fundraiser! This dinner is one of the largest celebrations of NPD in the country and offers great opportunities to work with alongside some of the best fundraisers in our region.

Other committees include Marketing, Diversity and Inclusion, Membership, Ethics, Mentorship – please visit our website for more information. Not ready for a committee commitment? [Volunteer](#) to help at the National Philanthropy Day Dinner on November 12th. With nearly 900 guests registered last year, we can always use the help.

Getting involved with your AFP chapter provides you with multiple benefits. You will gain experience; you will gain greater value from your membership; you will network with other fundraising executives; you will have influence in how we serve our members; and you will help advance your profession. You may also build friendships that often last a lifetime. So invest in yourself and make the time to get involved. Your chapter needs you!

Paula Brown, CFRE
President

Featured Program Data for Decision Making

Wednesday, July 29, 2015

8:30 am - 10:00 am

Michigan First Credit Union

27000 Evergreen Rd, Lathrup Village, MI 48076

Cost: \$25 AFP Member; \$40 Non- AFP member

Light breakfast options will be provided



REGISTER NOW! - 1.5 CFRE Continuing Education Credits

Within your donor database lies untold lifetime value. Unfortunately, many nonprofits fail to properly nurture and steward their donors, and are content with high acquisition and high churn. Why let this enormous asset go underutilized?

In this session, we will cover the tenets of effective database management, no matter what program or vendor you use. We will show examples of best practices in data management, communication segmenting, engagement tracking and reporting in order to help your team work smarter, not harder.

Learning Outcomes:

- Be familiar with data management techniques that maximize the capabilities of your database and increase productivity
- Understand very practical segmenting strategies lead to higher response rates from your donor communications
- Learn how to generate meaningful reports that will impact your internal procedures

To get more info on this session and the speaker click [here](#).

Connect with AFP Greater Detroit!



Upcoming Programs

CFRE Review Course

August 6 and 7, 2015

Michigan First Credit Union

27000 Evergreen Rd, Lathrup Village, MI

Registration Deadline is July 31st by 5:00pm

REGISTER NOW! - Approved for 16 CFRE Continuing Education Credits

National Philanthropy Day Dinner

Thursday, November 12, 2015

COBO Center

REGISTER NOW!

View the complete [AFP Calendar of Events](#)



Current News

13-Step Process to Building and Strengthening Your Mid-Level Giving Program

Interested in building up your mid-level giving program? Check out this informative article by By: Maeve Strathy

1. Donor Relations/Cultivation
2. Donor Demographics
3. Giving/Tax Laws

For the next 10-steps click [here](#).

BE the CAUSE
Empower. Strengthen. Transform.

Philanthropy has the power to transform society and fundraisers, like you, play a major role in this process. The BE the CAUSE Campaign embodies the importance and impact of a profession that values ethical and effective fundraising in the world and works in the interest of the public good. The campaign demonstrates what fundraisers do and why we do it.

Your gift is a strategic investment in your chapter and the AFP Foundation, supporting key initiatives such as:

- Diversity & Inclusion
- Professional Education & Leadership Development
- Research
- Scholarships

[DONATE NOW!](#)



AFP Career Resources

Looking to hire an AFP member for your development team? Post your position on the [AFP Greater Detroit website](#). Thirty day postings are \$100.00 for AFP members and \$200.00 for non members.

Looking for a new job? There are several open positions on the AFP Greater Detroit Job Bank. Positions recently posted include:

[Director of Annual Fund and Donor Relations](#)

National Shrine of the Little Flower Basilica

[Director, Major Market Engagement](#)

Michigan State University, Advancement

[Full & Part Time Family & Psychiatric Nurse Practitioner](#)

Detroit Central City

[Senior Vice President of Planned and Major Gifts](#)

Charles H. Wright Museum of African American History

[Executive Director](#)

New Common School Foundation

[Director of Development](#)

Planned Parenthood Mid and South Michigan

[Development Director](#)

Akiva

[Various Positions \(Lansing\)](#)

McLaren Greater Lansing Healthcare Foundation

[Managing Director - Ann Arbor](#)

Ele's Place

[Director-Planned and Major Gifts](#)

Lutheran Social Services of Michigan

[Development Specialist](#)

Arbor Hospice

[Director of Philanthropy - Corporate and Foundation Relations](#)

Kettering University

[Executive Director](#)

Insideout Detroit

[Major Gifts Officer](#)

Detroit Public Television

[Development Director](#)

CARE of Southeastern Michigan

[Marketing and Communications Manager](#)

Food Bank of Eastern Michigan

Associate Vice President for Institutional Advancement
Mott Community College

Senior Campaign Manager - Man & Woman of the Year
The Leukemia & Lymphoma Society

Sponsorship Opportunities

Get your name in front of the nonprofit and business community through sponsorship! Start at the heart of fundraising and make a difference across southeast Michigan!

Visit the AFP [sponsorship page](#) for more information!



Join The AFP Greater Detroit Chapter

Have you been thinking about joining AFP? There is no time like the present! AFP membership gives you access to a network of fundraising and development professionals, the AFP mentor program and discounts on educational programs.

Check out the [TOP TEN REASONS](#) to join AFP!

AFP offers several membership types that can fit with any budget AFP membership starts as low as \$75. AFP also offers an [installment plan](#).

If you have questions about your membership please contact Katie Knill at kknill1@hfhs.org.

[Click here](#) if you are interested in becoming a member.



Contact AFP Greater Detroit!

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