Developments

October 2010

Getting the Most Out Of Your Membership

One of the most exciting benefits of being a member of AFP is the discounts you receive on professional development opportunities. This month's Fundamentals of Fundraising course provides an intensive overview of skills and techniques for individuals with zero to four years of fundraising experience. The program includes case studies and projects for groups and individuals, making the learning experience both substantive and enjoyable. Best of all-members receive a highly discounted rate to attend! This program is only offered every other year, so don’t miss it! Join us on October 21 & 22 at the Pittsburgh Zoo & PPG Aquarium. Click here for more information.

Scholarships Available for 2011 AFP International Conference

The 2010 B. Jeanne Williams/AFP Chamberlain Scholarship Program Application can be obtained here. The scholarship is awarded to one person from the AFP of Western PA Chapter, and provides a total of $1,000 ($500 from AFP and a $500 match from our Chapter) to be used toward the AFP International Conference on Fundraising to be held March 20 -23, 2011 in Chicago. The scholarship is funded in part through member support of the AFP Foundation for Philanthropy's Every Member Campaign. Submissions are due October 15, 2010.

Get Involved

Cast Your Vote
Voting is now open for 2011 Officers and At-Large Board Members. To vote, click here and log into the Members Only Page. (Login: afpwpa and password: fundraiser)

Presenters Needed
The theme for the 2011 Emerging Philanthropy Conference is Step Up: A New Decade of Philanthropy! If you or a colleague would like to present at this year's conference, please complete an application here. Submissions are due by Friday, October 15, 2010.

What Is Your Vision for AFP?
Please take a few minutes to share your views on the future of AFP. The information gathered will be sent to AFP headquarters and shared at our Chapter anniversary event on December 10th. Please click here to share your thoughts.

Participate in the Ultimate Fundraising Study
AFP is partnering with several other key sector organizations to produce the most comprehensive series of fundraising surveys ever, and members are needed to participate in these milestone studies. Learn more.

Chapter Educational Programs

October 21-22: Fundamentals of Fundraising
The Pittsburgh Zoo and PPG Aquarium, sessions began at 8:00 a.m. each day.
An intensive course designed for professionals with zero to four years fundraising experience. View a detailed flyer here.
Download a scholarship application.
Register online now.

October 28: Chapter Meeting - New Date and Location!!
The Pittsburgh Zoo and PPG Aquarium, noon
"Garmin or TomTom? Creating a Development Plan to Map Out Your Fundraising Success!"
Presenter: Abigale Tobia, MNM, CFRE, GPC
View the meeting flyer for more details. Members, register by October 22 to receive the discounted rate of $25. Guest rate is $35. Register online now.

FREE Chapter Webinars
October 27: AFP Think Tank: Moral Courage and Ethical Fundraising
West Virginia Northern Community College, 1 p.m.
Learn more here.
Contact Rana Sperlazza to register at rsperlazza@wvncc.edu

November 16: Charity or Social Service Business? The Road to Sustainability
West Virginia Northern Community College, 1 p.m.
Learn more here.
Contact Rana Sperlazza to register at rsperlazza@wvncc.edu

Chapter Special Events

November 18: National Philanthropy Day Celebration
Sheraton Station Square, 5:30 p.m.
Join us in honoring local individuals and companies for their commitment to making our region a better place to live and work. Order your tickets on-line now. The cost is $50 with a discounted rate of $35 for members. View a list of the 2010 awardees here.

December 10: Honoring Our Past..Inspiring Our Future
Cabaret at Theater Square, 655 Penn Avenue, 11am-2pm
A very special anniversary celebration featuring musical entertainment, a delicious lunch prepared by Cafe Zao including holiday "spirits," networking opportunities and a special program honoring the past, present and future of philanthropy in Pittsburgh. Register online now. The cost is $19.80 for members and $30 for guests.

Chapter Every Member Campaign Update
Thank you to all Chapter Members who have contributed to the 2010 Every Member Campaign. Your contributions help to support the Chapter Scholarship Program. To date, 79 donors (26% of our members) have contributed $3,861 toward our goal of $4,750. If you would like to support the Every Member Campaign, you can contribute on-line. Please contact Karen Petrucelli, CFRE, Foundation Chair at 412-310-7537 or kpconsultingllc@yahoo.com for further information.

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**Meet Our Members**

This month's profile is Kendall Ayers, Development Associate at the Pittsburgh Parks Conservancy.

1. **Why did you choose a position in development?** I chose to pursue development because I saw it as a useful application for my writing background. I also knew I could communicate well with people, a skill which aligns nicely with the relationship-building aspect of fundraising.

2. **What have you found most rewarding?** The variety in my daily work has been most rewarding, as I participate in everything from administration to grant writing to event coordination. My job has exposed me to a wide network of non-profit professionals and engaged community members who have ultimately helped me feel like I have a use and a home in Pittsburgh.

3. **Why are you a member of AFP?** I want to build my local network to meet others in the field and understand what it means to be a successful fundraiser. I have much to learn from other AFP members.

Read the rest of Kendall's profile on the Chapter Meet Our Members page.

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**Tip of the Month**

At this time of year, most of us are considering our year-end appeal efforts. Consultant Gail Perry offers several tips in her blog on how to make this year’s appeal the best yet.

- Send a warm up letter, postcard or email to donors right before the appeal letter.
- Make your letter easy to read and interesting. It's marketing copy not an academic treatise!
- Don't bury the ask.
- Follow up by phone.
- Do a year end email push the last two days of December.
- Send a warm, timely thank you letter and engage your board to call donors personally within 24 hours of the gift.

[Read more here](#) and [here](#)