

## STRAWHECKER FOCUSES ON GROWTH

Committing to continue the programmatic growth that heightened fundraising spawns in 2006, Paul J. Strawhecker, MPA, ACFRE, began his service in January as chair of AFP Foundation for Philanthropy's Board of Directors. "The foundation's Strategic Initiatives major-gifts program ended 2006 on the verge of dramatic growth. In 2007 our goal is to achieve the major-gift successes that AFP has long envisioned for the foundation," Strawhecker said.



Paul J. Strawhecker, MPA, ACFRE, chair of AFP Foundation for Philanthropy

The Strategic Initiatives major-gifts program seeks funding for activities in AFP's strategic plan. Typically, these activities or initiatives are not supported by AFP member dues and will occur only if the foundation secures funding for the programs. "The foundation's Strategic Initiatives program truly holds the promise for advancing the fundraising profession and the philanthropic community in so many areas," said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP.

The 20th chair of the foundation, Strawhecker is president of Paul J. Strawhecker, Inc., in Omaha, Neb., which provides fundraising counsel to nonprofit organizations throughout the Midwest and western U.S. Prior to founding the firm, Strawhecker's career included managing municipal social service agencies and private hospital busi-

ness operations, serving as an adjunct professor at University of Nebraska's School of Public Administration, and authoring several books, including *Capital Campaign Implementation: Are You Ready?* He has experience in all areas of fundraising, including annual giving, grant writing, planned giving and capital campaigns.

"Service on the foundation's board is a unique opportunity for a fundraising professional to use his or her fundraising talents to directly benefit our entire profession and community," Strawhecker commented. "I want to personally commend and thank the 21 individuals who so generously give their time, talent and treasure through service on the board."

In addition to an annual personal contribution of at least \$1,000, each board member is expected to raise \$5,000 in new contributions each year. Board members are also encouraged to make a planned gift and join the foundation's Omega Circle.

"Looking forward, 2007 will witness our continuing efforts to heighten our stewardship and expand our annual fund," Strawhecker continued. "We will also initiate a special campaign to provide naming opportunities in AFP's new international headquarters in Arlington, Virginia." ■

For more information on the foundation, and specifically on the available naming opportunities, please contact Curtis C. Deane, CFRE, CAE, president of the foundation, at [cdeane@afpnet.org](mailto:cdeane@afpnet.org) or 800-666-3863.

### STRATEGIC INITIATIVES

- Diversification of the fundraising profession
- *Essentials of Fundraising* dissemination project
- Faculty Training Academy
- Fundraising Effectiveness Project
- Latin American educational programming
- Nonprofit Management Institute
- Published analysis of the cost of fundraising and administration
- Research grants
- Research think tanks
- Senior executive forums

## FIRST YOUTH IN PHILANTHROPY SUMMIT SUCCESSFUL

Representatives from more than 30 national and regional youth organizations from the U.S. and Canada, including 10 outstanding high school and college students, came together in Winter Park, Fla., in November for the first-ever Youth in Philanthropy Summit. Participants discussed how to develop a collaborative process to forward the youth in philanthropy movement.

The three-day summit was made possible in large part through a grant from The Edyth Bush Charitable Foundation. Additional support came from the National 4-H Council and the Rollins College Philanthropy and Nonprofit Leadership Center (in partnership with The Center on Philanthropy at Indiana University), as well as numerous individual donors.

"The summit was an extraordinary opportunity for scholars, practitioners and youth from around the United States and Canada to study youth in philanthropy issues and best practices," said David Odahowski, president of the Edyth Bush Charitable Foundation. "The enthusiasm of the youth and the experience of the practitioners, combined with the insights of the scholars, created a number of exciting opportunities for future youth in philanthropy activities. I'm excited about what's ahead and what we can do together to get more youth involved in philanthropy."

Through discussions and interviews, summit participants determined six primary goals: public awareness, education, collaboration, resources, research, and infrastructure. At the completion of the summit, the participants committed to a workgroup to further the work of the summit. AFP will produce

a white paper later this year outlining the specific outcomes of the summit, as well as encourage its chapters to be more active in the youth in philanthropy movement.

Patricia O. BJORHOVDE, CFRE, AFP's youth in philanthropy coordinator, was delighted with the summit. "We are very encouraged by the results of this collaborative opportunity," she said. "Everyone who was at the table understands the value of getting youth involved with philanthropy and volunteerism and realizes that a coordinated effort is necessary to keep the movement going forward."

The foundation's Strategic Initiatives Committee was one of the keys to the success of the summit. Led by Linda Lysakowski, ACFRE, president and CEO of Capital Venture in Las Vegas, committee volunteers worked closely with BJORHOVDE on constructing the funding proposal. The committee subsequently secured sufficient funding for the summit, which had previously been delayed.

"I am very appreciative of the work of the [Strategic Initiatives] committee and the support from the foundation staff," said Lysakowski. "Our work will continue in 2007 as we secure funding for more youth in philanthropy programs and our other strategic initiatives." ■

For more information on supporting youth in philanthropy programs, contact BJORHOVDE or foundation staff at 800-666-3863.

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## THE STEWARD

AFP Foundation for Philanthropy strives to enhance philanthropy and volunteerism through programs of education, research and service that benefit those that lead, serve and support nonprofit institutions. The purpose of the foundation is to generate the resources necessary to fund initiatives that advance ethical and effective fundraising.

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# FREEMAN SHARES INSIGHTS ON PROFESSIONAL DEVELOPMENT



*Gail L. Freeman,  
president of Freeman  
Philanthropic Services,  
LLC, in New York,  
and a member of  
AFP Foundation for  
Philanthropy's Board  
of Directors.*

As one of the country's top recruiters of executive and fundraising leadership, Gail L. Freeman, president of Freeman Philanthropic Services, LLC, in New York, offers advice on professional development for fundraisers. "Fundraising is not a codified profession," she says. "There are four areas of professional development that fundraisers should focus on to put their career into high gear: building a demonstrated track record; continuing education; executive coaching; and mentoring. These are the keys to building a long and rewarding career in fundraising."

For more than 25 years, Freeman has built an extensive record of leadership in the not-for-profit sector. From becoming the first female senior vice president of Brakeley, John Price Jones, Inc., to founding her own executive search firm, Freeman has experience as a development professional, consultant, executive recruiter and not-for-profit executive.

As a volunteer, Freeman serves on AFP Foundation for Philanthropy's Board of Directors and is a Charter Member of the new Leadership Society. She is also vice-chair of The Center on Philanthropy at Indiana University's Board of Visitors. This depth and breadth of personal experience within the sector provides Freeman with singular insight in identifying and recruiting top talent.

Freeman believes that building a demonstrated track record of success in fundraising is paramount in advancement in this field. "In our executive search work, we always focus on what candidates have done—what in their backgrounds has prepared them for a particular position," she says. "Success begets success. The best thing a fundraiser can do to further his or her career is to build a consistent, proven track record of success."

"In fundraising, continuing education is important for keeping a competitive edge," according to Freeman. It is the obligation of both established and up-and-coming professionals to

continually update and augment their skill sets; this benefits the individual, their institution, and the profession as a whole. Continuing education pairs theory with practical fundraising techniques, broadens and deepens individual understanding, and strengthens the fundraising field by keeping professionals up-to-date in best practices.

Executive coaching can also be an essential tool for a fundraiser. Executive coaching can be helpful in exploring complex topics, such as navigating institutional politics, supporting a board, or managing a team. Freeman says, "The nuance of these and related topics cannot be adequately covered in continuing education coursework; rather they are best discussed and studied through one-on-one coaching."

Since fundraising is not a codified profession, mentoring is the key to assuring continuing excellence and transfer of knowledge to the next generation of fundraisers. Mentoring is the inextricable link between today's fundraising leadership and tomorrow's fundraising leadership; it is the conduit in which a seasoned fundraiser can impart his or her wisdom, experience, and counsel to up-and-coming professionals.

A mentor can help to guide a more junior professional along his or her career path, helping to point out potential opportunities and challenges. An up-and-coming fundraiser can also be mentored by working within a strong, well-established fundraising operation. Observing top fundraisers at work and learning the fundraising cycle within a well-honed operation can teach a fundraiser innumerable lessons, tactics, and best practices as they advance in their career.

"Regardless of experience," Freeman observes, "these four areas of professional development—building a demonstrated track record, continuing education, executive coaching, and mentoring—are critical for enduring success in this field."

When recruiting fundraisers, Freeman seeks those individuals who are committed to their professional development. "We seek those stars who stand above all others in leadership, character and ability." Freeman continues, "We focus on those fundraisers who know how to plan strategically, advocate articulately, and inspire historic philanthropy. And, some of the factors we consider when screening a candidate are his or her commitment to professional development and to the fundraising profession." ■

# BROWN PROMOTES EXCELLENCE IN LEADERSHIP

Alphonse J. Brown, Jr., ACFRE, has a passion for the pursuit of excellence—particularly when it comes to leadership in fundraising. "I envision AFP as a storehouse from which highly motivated, trained, skilled and diverse leaders are born and strengthened," he says.

To help make this vision a reality, the Alphonse J. Brown, Jr., Endowment for Excellence in Leadership is being created through AFP Foundation for Philanthropy to support programs that foster excellence among our leaders in fundraising.

Brown, immediate past chair of AFP's Board of Directors and vice president of development for the National Academy of Public Administration in Washington, has an extensive history of promoting excellence, diversity and leadership within AFP. "Alphonse has done so much for AFP and the entire profession," said fellow AFP board member Carol J. Numrich, CFRE. "His brand of leadership has empowered others to become involved and seek the best for the profession by giving the best of themselves. This endowment fund recognizes his contributions while primarily supporting the development of our future leaders."

Numrich spearheaded the drive to secure the initial funding for the endowment fund honoring Brown. "It is absolutely amazing to see the results of our efforts come to fruition in just a few short months," Numrich said. "We have nearly reached



*Alphonse J. Brown, Jr., ACFRE,  
receives recognition for his service  
on AFP's Board of Directors from  
AFP president and CEO  
Paulette V. Maehara, CFRE, CAE.*

the \$25,000 threshold that will allow the endowment to start making grants. When our colleagues realize the future value of this endowment, I believe that many more will be inspired to give, too."

The endowment is designed to support a wide range of activities related to diversity, mentoring and leadership development at AFP. It will support innovative projects at both the chapter and international levels. An initial grant will likely support the development of the new AFP Leadership Academy, to be held in Lexington, Ky., in October, for chapter leaders.

"I sincerely want to thank everyone—my many friends and the many AFP chapters—that has already generously contributed to the endowment fund," said Brown. "If you see

the future benefit of having an endowment that supports the pursuit of excellence among our future leaders, I invite you to join us in supporting this very worthy effort, too."

As further testament to Brown's commitment to excellence in leadership, he has established a planned gift, designated to the endowment fund. Brown's commitment makes him the first member of the Omega Circle Class of 2007. ■

For more information about contributing to the Alphonse J. Brown, Jr., Endowment for Excellence in Leadership, please contact Curtis C. Deane, CFRE, CAE, president of the foundation, at [cdeane@afpnet.org](mailto:cdeane@afpnet.org) or 800-666-3863.

## OMEGA CIRCLE RECOGNIZES CLASS OF 2006 DONORS

**A**FP Foundation for Philanthropy's planned-giving club, Omega Circle, experienced significant growth during 2006 by securing 15 commitments. Already in 2007, two additional individuals have made planned giving commitments.

The Omega Circle recognizes donors that have made a planned gift valued at \$5,000 or more to AFP Foundation for Philanthropy or AFP Foundation for Philanthropy—Canada.

In conjunction with AFP's Delegate Assembly and board meetings in Los Angeles, the foundation hosted a dinner to induct those 15 individuals into the Omega Circle Class of 2006. Each donor had the opportunity to express the motivating reasons that prompted him or her to make the commitment.

"Above all, our donors believe in the mission of AFP, and they demonstrate this strong belief with

their ultimate commitment," said Stephen M. Levy, CFRE, president of Levy Philanthropic Counsel, LLC, in Huntington, N.Y. Levy serves as chair of the foundation's planned-giving committee.

The planned-giving program continues its growth in 2007, having already received two commitments in the first few months of the year. Alphonse J. Brown, Jr., ACFRE, immediate past chair of AFP's Board of Directors and vice president of development for the National Academy of Public Administration in Washington, was first to join the Omega Circle in 2007, followed shortly by Robert E. Carter, CFRE, a member of AFP's Board of Directors and president of Ketchum in Pittsburgh.

Brown and Carter will be inducted into the Omega Circle Class of 2007 in conjunction with AFP's new Leadership Academy and board meetings in Lexington, Ky., in October. ■



Inducted into the Omega Circle Class of 2006 were (L to R, seated) Roderick L. Reinhart, CFRE; Martha H. Schumacher, CFRE; Gary Schrenk, CFRE; Krista Thompson, CFRE; Andrew Watt; Cathlene Williams, Ph.D., CAE; (standing) Curtis C. Deane, CFRE, CAE; Jay Frey, CFRE; Lori Gusdorf, CAE; Audrey P. Kintzi, ACFRE; Barbara Larson; Andrea McManus, CFRE; and Terry M. Mercer, CFRE. Not pictured are Mark S. Abner, CFRE, and Shauna Klein, MA.

### Group-Term Life Gifts Invited

Did you know that the group-term life (GTL) insurance policy your employer provides as a free employee benefit is potentially costing you hundreds of dollars each year in increased income taxes? You can avoid these costs and help the fundraising profession by designating AFP Foundation for Philanthropy as the sole beneficiary of your GTL coverage.

For group-term life insurance coverage of more than \$50,000, the Internal Revenue Service (IRS) requires employers to include the cost of the additional coverage in employees' annual income on Form W-2. Employers typically provide GTL coverage of one- or two-times an employee's salary. For example, if your annual salary is \$80,000 and your employer provides coverage of two-times your salary, then your GTL coverage would be \$160,000. After subtracting the IRS allowance of \$50,000, you would be taxed on the cost of \$110,000 in GTL coverage. Depending on your federal income tax bracket and state and local income tax regulations, you would likely pay \$200-\$300 in additional income tax.

By designating a 501(c)(3) charitable organization, such as AFP Foundation for Philanthropy, as a sole beneficiary of the group-term life insurance, you can avoid paying additional income tax.

Donors who make a planned gift, such as a life insurance policy, of \$5,000 or more to AFP Foundation for Philanthropy become members of the Omega Circle.

For more information on designating AFP Foundation for Philanthropy as a beneficiary of your group-term life insurance policy, please contact Curtis C. Deane, CFRE, CAE, president of the foundation, at [cdeane@afpnet.org](mailto:cdeane@afpnet.org) or 800-666-3863.

To learn how to use a group-term life insurance policy as a planned giving instrument, please contact your tax or legal professional for specific regulations in your state. ■

*(This article does not constitute tax or legal advice.)*

## FOUNDATION AWARDS 2006 CHAPTER PARTNERSHIP GRANTS

**A**FP Foundation for Philanthropy has announced the recipients of the 2006 Every Member Campaign (EMC) Chapter Partnership Grant. One hundred one AFP chapters have qualified for the partnership grants, which total more than \$117,000.

Through the EMC Chapter Partnership Grant program, U.S. chapters that reach or exceed their Every Member Campaign goals qualify to receive the partnership grant, representing 25 percent of the total

funds received through gifts and pledge payments. The partnership grant supports chapter activities that advance ethical and effective fundraising, such as audioconferences, educational seminars, scholarships, and National Philanthropy Day® activities. Chapters must submit a proposal on how they will use the partnership grant before the funds are disbursed. AFP Foundation for Philanthropy—Canada administers a similar program to AFP's Canadian chapters.

"I am excited to award these chapters for their outstanding work on behalf of the foundation during 2006," said Curtis C. Deane, CFRE, CAE, president of AFP Foundation for Philanthropy. "The chapter foundation development chairs are key volunteers in the foundation's fundraising strategy."

Last year the foundation awarded more than \$124,000 to 118 chapters. ■

### 2006 EMC Chapter Partnership Grant Recipients

AFP AK, Alaska Chapter  
 AFP AL, Alabama Chapter  
 AFP AL, Gulf Coast Chapter  
 AFP AR, Arkansas Chapter  
 AFP AZ, Greater Arizona Chapter  
 AFP AZ, Northern Chapter  
 AFP AZ, Southern Chapter  
 AFP CA, Capital Chapter  
 AFP CA, Desert Communities Chapter  
 AFP CA, Golden Gate Chapter  
 AFP CA, Greater Los Angeles Chapter  
 AFP CA, Greater San Fernando Valley Chapter  
 AFP CA, Inland Empire Chapter  
 AFP CA, Monterey Bay Chapter  
 AFP CA, Orange County Chapter  
 AFP CA, San Diego Chapter  
 AFP CA, Silicon Valley Chapter  
 AFP CA, Valley Chapter  
 AFP CA, Wine Country Chapter  
 AFP CA, Yosemite Chapter

AFP CO, Colorado Chapter  
 AFP DC, Washington DC Metro Area Chapter  
 AFP DE, Brandywine Chapter  
 AFP FL, Big Bend Chapter  
 AFP FL, Central Chapter  
 AFP FL, First Coast Chapter  
 AFP FL, Fort Lauderdale/Broward Chapter  
 AFP FL, Miami-Dade County Chapter  
 AFP FL, Palm Beach County Chapter  
 AFP FL, Southwest Chapter  
 AFP FL, West Chapter  
 AFP GA, Coastal Chapter  
 AFP GA, Greater Atlanta Chapter  
 AFP GA, Greater Augusta Chapter  
 AFP HI, Aloha Chapter  
 AFP IA, Eastern Chapter  
 AFP IA, Greater Tri-State Chapter  
 AFP IA, Siouxland Chapter  
 AFP ID, Idaho Chapter  
 AFP IL, Capital Area Chapter

AFP IL, Central Chapter  
 AFP IL, Chicago Chapter  
 AFP IL, East Central Chapter  
 AFP IL, Quad Cities Chapter  
 AFP IL, Rockford Area Chapter  
 AFP IN, Indiana Chapter  
 AFP IN, Northeast Chapter  
 AFP KY, Bluegrass Chapter  
 AFP LA, Baton Rouge Chapter  
 AFP MD, Maryland Chapter  
 AFP MI, Capital Area Chapter  
 AFP MI, Greater Detroit Chapter  
 AFP MI, Mid-Michigan Chapter  
 AFP MN, Minnesota Chapter  
 AFP MN, Southern Minnesota Chapter  
 AFP MO, Mid-America Chapter  
 AFP MO, Ozark Region Chapter  
 AFP MO, St. Louis Regional Chapter  
 AFP NC, Charlotte Chapter  
 AFP NC, Triangle Chapter

AFP NC, Western Chapter  
 AFP NE, Nebraska Chapter  
 AFP NH, Northern New England Chapter  
 AFP NM, New Mexico Chapter  
 AFP NV, Sierra Chapter  
 AFP NY, Finger Lakes Chapter  
 AFP NY, Genesee Valley Chapter  
 AFP NY, Greater New York Chapter  
 AFP NY, Long Island Chapter  
 AFP OH, Greater Cincinnati Chapter  
 AFP OH, Greater Cleveland Chapter  
 AFP OH, Mahoning-Shenango Chapter  
 AFP OH, Miami Valley Chapter  
 AFP OH, North Central Chapter  
 AFP OH, Northwest Chapter  
 AFP OK, Eastern Oklahoma Chapter  
 AFP OR, Oregon Chapter  
 AFP PA, Allegheny Mountains Chapter  
 AFP PA, Berks Regional Chapter  
 AFP PA, Central Chapter  
 AFP PA, Greater Philadelphia Chapter  
 AFP PA, Western Chapter  
 AFP PR, Puerto Rico Chapter

AFP RI, Rhode Island Chapter  
 AFP SC, Central Carolina Chapter  
 AFP SD, South Dakota Chapter  
 AFP TN, Memphis Chapter  
 AFP TN, Mountain Empire Chapter  
 AFP TN, Nashville Chapter  
 AFP TN, Southeastern Chapter  
 AFP TX, El Paso Chapter  
 AFP TX, Fort Worth Metro Chapter  
 AFP TX, Greater Houston Chapter  
 AFP TX, Lubbock Area Chapter  
 AFP TX, San Antonio Chapter  
 AFP VA, Central Chapter  
 AFP VA, First Chapter  
 AFP VA, Shenandoah Chapter  
 AFP VA, Tri-State Chapter  
 AFP WA, Washington Chapter  
 AFP WI, Upper Mississippi Valley Chapter

## FOUNDATION MAKES STRIDES IN 2006

AFP Foundation for Philanthropy experienced fundraising success in 2006, due in large part to the continuing growth of its major-gifts program. During 2006, the foundation raised more than \$932,000, an increase of nearly nine percent over 2005.

The foundation's annual fund, made up of five different campaigns, contributed more than \$717,000 toward the total. The Board, Chapter Treasury, and Staff campaigns experienced significant growth and surpassed their individual campaign goals. While the Every Member Campaign did not reach its goal in pledge commitments, the number of cash gifts was significantly higher than last year, resulting in an overall stronger finishing point.

Funding strategic initiatives set forth by AFP, the foundation's major-gifts program raised more than \$214,000, an increase of more than 55 percent over 2005. Among the strategic initiatives were the Faculty Training Academy (FTA), the Youth in Philanthropy

Summit, and the new diversity newsletter *Kaleidoscope*.

"I'm excited about our growth in 2006," said Curtis C. Deane, CFRE, CAE, president of the foundation. "Increasing our focus to major-gift fundraising is very important as we continue to move the foundation forward."

Deane acknowledged that the donors are the reason for this growth. He said, "Each of our donors made a gift because he or she wanted to make a difference in the fundraising profession. On behalf of the foundation, I thank all of our donors who help us to advance ethical and effective fundraising."

For 2007, the foundation has set an aggressive fundraising goal of \$1.2 million, with \$800,000 from the annual fund and \$400,000 from major gifts. ■

### Foundation Donors of \$250 and more during 2006

#### DISTINGUISHED PATRON (\$100,000 – \$249,999)

Advantage Fund-Raising Consulting \*  
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#### MERITORIOUS PATRON (\$50,000 – \$99,999)

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Campbell & Co. #  
Community Counselling Service Co., Inc. #  
Ketchum #  
Legacy Leaders, Inc. #  
Paschal/Murray #

#### HONORED PATRON (\$25,000 – \$49,999)

Edyth Bush Charitable Foundation

#### PARTNER (\$10,000 – \$24,999)

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AFP MA, Massachusetts Chapter  
AFP TX, Greater Dallas Chapter  
Gail L. Freeman  
Susan Earl Hosbach, CFRE

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AFP AL, Alabama Chapter  
AFP AZ, Greater Arizona Chapter  
AFP CA, San Diego Chapter  
AFP CA, Silicon Valley Chapter  
AFP CT, Connecticut Chapter  
AFP DC, Washington DC Metro Area Chapter  
AFP FL, Fort Lauderdale/Broward Chapter  
AFP IL, Chicago Chapter  
AFP MI, Greater Detroit Chapter  
AFP MO, St. Louis Regional Chapter  
AFP NJ, New Jersey Chapter  
AFP NY, Long Island Chapter  
AFP OH, Greater Cincinnati Chapter  
AFP PA, Greater Philadelphia Chapter  
AFP PA, Western Chapter  
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AFP CA, Golden Gate Chapter  
AFP CA, Orange County Chapter  
AFP CT, Fairfield County Chapter  
AFP FL, First Coast Chapter  
AFP FL, Miami-Dade County Chapter  
AFP FL, Palm Beach County Chapter  
AFP FL, Suncoast Chapter  
AFP GA, Greater Atlanta Chapter  
AFP LA, Greater New Orleans Chapter  
AFP MD, Maryland Chapter  
AFP MN, Minnesota Chapter  
AFP NC, Triangle Chapter  
AFP NH, Northern New England Chapter  
AFP OH, Central Chapter  
AFP OH, Miami Valley Chapter  
AFP OH, Northwest Chapter  
AFP OK, Eastern Oklahoma Chapter  
AFP ON, Greater Toronto Chapter

AFP PA, Central Chapter  
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