Direct Mail: The Good, The Bad, and the Direct to the Trash Can

Shelly Smith will be discussing the good, the bad, and the trash of direct mail pieces and annual appeal letters. Shelly will also be touching on how to appeal to all generations of donors - one size definitely does not fit all.

*Attendees are encouraged to bring the best and the worst of pieces from their shops for an interactive discussion of what types of pieces generate dollars for our organizations and where we tend to crash and burn.

Shelly Smith, is currently the Senior Director of the Bradley Fund which oversees the annual giving program for the University. She came to Bradley twenty six years ago as the Assistant Director of the Bradley Fund, where her main responsibility was overseeing the phone-a-thon program.

Shelly received her BA from Drake University in Des Moines, IA and her MA from Bradley University in Institutional Advancement and Administration.

She has been a member of AFP Central IL Chapter since 1991. She has held positions on the AFP board including Diversity Chair, Co-Chair for National Philanthropy Day, President and Secretary. She is also a member of CASE (Council for Advancement and Support of Education).

The March meeting will be held on Wednesday, March 8th from 12:00 pm—1:00 pm at Two25 located in the Mark Twain Hotel downtown Peoria.

The cost is $15 for AFP members and $25 for guests.
Scholarship Opportunities

**AFP Scholarship for International Conference**
Up to three scholarships will be awarded each calendar year for the following spring’s AFP International Conference on Fundraising. The upcoming conference will be held in San Francisco from April 30-May 2!
**Deadline:** September 30

**AFP Membership Scholarships**
Up to four membership scholarships will be awarded each calendar year.
**Deadline:** April 15, October 15

**Certified Fundraising Executive (CFRE) Scholarship**
Up to two scholarships of $500 each will be awarded each calendar year.
**Deadline:** On-going, reviewed monthly

For more information, please visit www.afpcentralillinois.org or contact Robin Ballard at 309-645-2300

⇒ Supercharge your professional development with over 100 education sessions over 3 days to choose from, covering all aspects of professional fundraising and nonprofit management
⇒ Get inspired by two riveting keynote presentations
⇒ Reconnect with friends and expand your network of fundraisers and industry vendors with unparalleled networking opportunities
⇒ AFP’s After-Dark Party
⇒ For more information: http://afpfc.com/

April 30 - May 2, 2017 | Moscone Center West, San Francisco, Ca.
Member Moment: Benefit

Did you know that AFP members receive free downloads of the AFP Ready Reference Series?

The nine part series includes many how-to tips, step by step instructions and insights into specific aspects of the fundraising and philanthropy.

To access: Login to your account at afpnet.org to download your free copy of the AFP Ready Reference Series.

NORTHEAST OHIO AFP CHAPTER PRESENTS:

Jerry Panas, America’s #1 Fundraiser, to Lead AFPNEO’s Career Success Institute

This year’s CSI – FILL YOUR POT WITH FUNDRAISING GOLD - features a new intensive workshop format led by Dr. Jerry Panas, Executive Partner of Jerold Panas, Linzy & Partners—one of the nation’s most highly regarded firms in the field of campaign services and financial resource development. His books are considered the most significant in the field. ASKING is the largest selling in the history of fundraising, and three are considered classics. In 2016, he was voted “America’s #1 Fundraising Expert” in Philanthropy Media. Because of the prominence of the firm and the impact of his writing, there are few who have had a greater influence in the history of the profession.

Check-in: 7:45-8:15 a.m. (breakfast provided) Time: 8:30 a.m.-1:00 p.m. (Networking lunch to follow)

Panas will present in three sessions:
What Makes a Great Fundraiser
What Motivates People to Give
Your Most Prized Possession: Your Board

Cost for AFP Members: $75 | Not-Yet-Members: $120 (lunch included)
Register by February 17th to receive a $10 discount.
Organizations that sign up 4 or more people can register all at the membership rate.

To register or for more information, including the flyer, visit http://afpneo.org/csi.htm. Sponsorship opportunities are available for companies wishing to benefit from an invaluable opportunity for face-to-face time with key nonprofit decision-makers. Information is available at http://afpneo.org/csisponsor.php.

Participation in CSI 2017 is applicable for 3.5 points in the CFRE (Certified Fundraising Executive) application for certification and/or recertification.


AFP Northeast Ohio Chapter
Barb Mucci, CSI Chair | bmucci@canotsymphony.org  |  Kristie Woods, President | kwoods@stlcc.org
PO Box 1286, Bath OH 44210 | 330-329-2472 | Fax 330-315-0399 | info@AFPNEO.org
Direct Mail: The Good, The Bad, and the Direct to the Trash Can

Reservation Form
Wednesday, March 8th at Two25 Mark Twain Hotel, Peoria, IL
Registration at 11:30 AM, Program from 12:00 pm—1:00 pm

Name: 
Organization: 
Address: 
City/State/Zip: 
Phone: 
E-mail: 

$15 per AFP member, $25 per guest
Amount enclosed: __________

To make your reservations for the meeting, please send an e-mail to info@afpcentralillinois.org.

Please send this form with a check marked “March 2017” payable to AFP Central Illinois Chapter to Central Illinois AFP, P.O. Box 5323, Peoria, IL 61601
Reservations are due by March 3rd.
The Central Illinois chapter of AFP is seeking individuals who are interested in serving on the Board of Directors, or on one of its standing committees. The Central Illinois chapter works to advance the cause of philanthropy by promoting education, training, and advocacy. This is an excellent opportunity for individuals with a commitment to the fundraising profession to “give back” through their volunteer service. Candidates must be a member in good standing of AFP and the Central Illinois chapter.

Interested individuals should contact Kimberly Weeks, CFRE, via e-mail at kimberlyweeks227@gmail.com or phone 309-242-3960.

Peoria, Illinois
President & CEO

Opened in 2012, the Peoria Riverfront Museum is the collaborative effort of eight local organizations, city and county governments and major corporate sponsorship by Peoria-headquartered Caterpillar, the world’s largest manufacturer of construction equipment. These entities worked tirelessly for over a decade to bring to life a unique asset for Central Illinois. This 85,000 square-foot multiple-mission, interdisciplinary museum has flexible learning spaces that bring together art, history, science, technology and human achievement. The architectural characteristics reflect the museum’s Delta strategy for creating integrated, innovative programs and exhibits.

We seek an accomplished leader whose entrepreneurial vision and proven ability to inspire others has resulted in the organization’s success in reaching organizational excellence and sustainability. Experience working in an organization that values strong public-private partnerships and a high level of community philanthropy and engagement is expected. We seek a person with a record of achievement in successful fundraising that has resulted in major individual gifts, foundation grants, corporate sponsorships and other sources of philanthropic support. This person must eagerly and enthusiastically assume the role of the public face of the museum by actively reaching out to multiple stakeholders and diverse audiences on an ongoing basis. Knowledge and experience gained from working in cultural, destination or entertainment venues is highly desired as is the establishment of a customer-centric business model that results in a superior visitor experience. A master’s degree from an accredited college or university is preferred and at least 6 years of management experience is required. Evidence of continuing education in museum management, general business, finance, marketing or related disciplines would be expected.

Applications and nominations are being received by Kittleman & Associates, LLC. To apply, please visit http://www.kittlemansearch.com/peoria-riverfront-museum-president--ceo/

For more information about Peoria Riverfront Museum, please visit: www.peoriariverfrontmuseum.org
DONOR RELATIONS & EVENT MANAGER
(Part-time)

Responsibilities include developing, implementing and managing fundraising programs, with an emphasis on special events and donor recognition activities. Experience working with a computer-based donor management program is desired.

The ideal candidate will possess an Associate's Degree in communications, marketing, business administration or equivalent, and have a minimum of two years fundraising experience in a nonprofit setting. Excellent communication skills are required.

Send resume and references to:
Laura Blackaby, Executive Director
Family House
1339 E. Nebraska Ave, Peoria, IL 61603
or email lblackaby@familyhousepeoria.org
Director (or Sr. Director) of Development, College of Education

Position: Director/Sr. Director of Development, College of Education

As the oldest college at Illinois State University, the College of Education (the college) is poised to build upon a long history of academic excellence and research. Illinois State University is among the largest teacher preparation institutions in the nation and ranks among the top 20 nationally for alumni who are National Board Certified Teachers. The university prepares more teachers and administrators than any other university in the state of Illinois. It provides a unique opportunity for teacher preparation through its diverse laboratory schools.

The position of Director of Development (or Sr. Director of Development, depending on the qualifications and experience of the holder of the position) will play a key role in advancing the college, and Illinois State University, to achieve even greater success in the future. This position offers a talented and motivated development professional with an opportunity to join an accomplished and collaborative University Advancement team and to be part of a vibrant and diverse college and an outstanding educational institution that is ranked among the nation’s top public universities and is recognized as one of the best universities to work for.

The Director (or Sr. Director) of Development will be responsible for major gift fundraising activities including identification, cultivation, solicitation, and stewarding of major gift prospects. He/she will work within the Division of University Advancement and will be an important partner with the dean of the college and other administrative leaders and faculty in advancing the college’s and university’s strategic fundraising priorities. He/she will be part of Illinois State University’s most ambitious comprehensive campaign and will play a prominent role in leading the college’s campaign efforts. The Director (or Sr. Director) of Development will supervise another development professional working on behalf of the college and the laboratory schools. The position is full-time and requires a Bachelor’s degree and at least 3 years of experience in development/fundraising or equivalent work experience that demonstrates the capacity for success in major gift fundraising. Experience in supervising the work of other development officers is preferred. Please apply online at www.jobs.ilstu.edu/applicants/Central?quickFind=71846
**Position Information**

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<tr>
<td>Working Title</td>
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<td>Job Class #</td>
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<tr>
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<td>Percent Appointment: 1-100</td>
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<tr>
<td>(For Student Employment and Graduate Assistant Only; state hours per week)</td>
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<td>Department</td>
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**General Summary**

As the oldest college at Illinois State University, the College of Education (the college) is poised to build upon a long history of academic excellence and research. Illinois State University is among the largest teacher preparation institutions in the nation and ranks among the top 20 nationally for alumni who are National Board Certified Teachers. The university prepares more teachers and administrators than any other university in the state of Illinois. It provides a unique opportunity for teacher preparation through its diverse laboratory schools.

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<table>
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<tr>
<th>Additional Information:</th>
<th>working on behalf of the college and the laboratory schools. Significant travel is a requirement of this position.</th>
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| Required Qualifications | 1. Bachelor's degree  
2. At least 3 years of development/fundraising experience or equivalent work experience in areas that demonstrate the capacity for success in major gift fundraising.  
3. Ability to work in a goals-oriented environment.  
4. Ability to work in a collaborative environment in which both teamwork and individual initiative is necessary.  
5. Outstanding interpersonal skills.  
6. Highly motivated and organized.  
7. Excellent oral and written communication skills.  
8. Ability to work with a diverse array of personalities.  
9. Ability to complete work under deadlines.  
10. Understanding of and commitment to the mission of higher education in general and specifically the mission of Illinois State University.  
11. Understanding of and commitment to the mission of the ISU College of Education/Laboratory Schools.  
12. If this position is Security Sensitive or if you are subject to a criminal background investigation based on University policy, employment is contingent upon you passing a satisfactory criminal background investigation. You may not begin work until the criminal background investigation results have been received and cleared by Human Resources. |
| Desired Qualifications: | 1. Demonstrated experience in successful major gift fundraising.  
2. Experience working in higher education, with preference to experience in an environment that prepares teachers and educational administrators.  
3. Experience supervising the work of others, especially that of a major gift development officer. |
| Necessary Licenses/Certifications/Degrees | Bachelor's degree |
| Hiring Rate/Range | Commensurate with experience and qualifications |
| Stipend: | |
| Work Hours | Generally Monday - Friday 8:00 am - 4:30 pm with occasional weekend and evening hours as business needs dictate |
| Proposed Starting Date: | February 2017 |
| Posting date | 01-19-2017 |
| Closing date | Open Until Filled |
| Special Instructions to Applicants | All application materials must be submitted online. Application materials submitted via fax, email, or mail will not be accepted. |
Please prepare in advance separate documents representing a cover letter, reference list (at least three professional references and contact information), and resume/C.V. to attach to this application.

Illinois State University is an Equal Opportunity Employer. Minority/Female/Disability/Veteran.

If you are an individual with a disability and need a reasonable accommodation under the Americans with Disabilities Act (ADA) or other state or federal law you may request an accommodation by contacting the Assistant Director, Employee Accommodations in the Office of Equal Opportunity, Ethics, and Access at 309-438-3383 or equalopportunity@ilstu.edu.

If you are having difficulty accessing the system, please call Human Resources at (309) 438-8311.

Lisa Mason
Human Resources
lmmason@ilstu.edu

http://www.universityadvancement.ilstu.edu

Optional Applicant Documents

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<thead>
<tr>
<th>Required Applicant Documents</th>
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<tbody>
<tr>
<td>PLEASE NOTE: These documents are required to be submitted online in order to complete the application process. Please have these documents ready prior to clicking on &quot;Apply For This Posting&quot;.</td>
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<th>Physical Requirements:</th>
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<td>Must be able to complete the following with or without reasonable accommodation:</td>
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<tr>
<td>Ability to effectively communicate on a daily basis.</td>
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<tr>
<td>Ability to conduct or attend meetings in various locations.</td>
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<tr>
<td>Ability to perform sedentary work involving sitting the majority of the time.</td>
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Quicklink: [www.jobs.ilstu.edu/applicants/Central?quickFind=71846](http://www.jobs.ilstu.edu/applicants/Central?quickFind=71846)