Half-Day August Workshop with Jay Love

Wednesday, August 14th - Eastland Suites Bloomington

Registration & breakfast begins at 8:30am. Program will begin promptly at 9:00am.

Jay Love is a Co-Founder and current Chief Relationship Officer at Bloomerang. He has served this sector for 33 years and is considered the most well-known senior statesman whose advice is sought constantly. Prior to Bloomerang, he was the CEO and Co-Founder of eTapestry for 11 years, which at the time was the leading SaaS technology company serving the charity sector.

He is a graduate of Butler University with a B.S. in Business Administration. Over the years, he has given more than 2,500 speeches around the world for the charity sector and is open the voice of new technology for fundraisers.

Jay will cover two great topics for one low price! The workshop location, details and registration form can be found on page two.

Only $25 for AFP members, so do not miss this opportunity! Online registration is available.

Save the Date:

Generational Philanthropy

Wednesday, September 11th - Location TBD

Speaker: Aaron Buchko

Cause Marketing:
Not all roads lead to support

Wednesday, October 9th - Location TBD

Speaker: Ashley Schreck

RSVP to info@afpcentralillinois.org • Click here to RSVP & pay online
Central Illinois AFP Presents
Jay Love
Wednesday, August 14, 2019
Registration and Breakfast: 8:30am
Program: 9:00am - Noon
Eastland Suites Hotel & Conference Center
1801 Eastland Drive | Bloomington, IL 61704

Maximizing the Lifetime Value of Your Donors for Fundraising Success

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.

The Art & Science of Effective Gift Acknowledgements

We all know that thanking donors is important, but how and when should we be thanking donors? How do different approaches to acknowledgements make people feel, and how does that impact future engagement?

In this session, we’ll explore the latest research into donor behavior and effective gift acknowledgements, with special attention given to the recent groundbreaking findings of Jen Shang and Adrian Sergeant. You’ll come away with practical takeaways to help you craft thank yous that are both impactful and memorable.

About Jay Love

Jay B. Love is a Co-Founder and current Chief Relationship Officer at Bloomerang. He has served this sector for 33 years and is considered the most well-known senior statesman whose advice is sought constantly. Prior to Bloomerang, he was the CEO and Co-Founder of eTapestry for 11 years, which at the time was the leading SaaS technology company serving the charity sector. Jay and his team grew the company to more than 10,000 nonprofit clients, charting a decade of record growth. Prior to starting eTapestry, Jay served 14 years as President and CEO of Master Software Corporation. MSC provided a widely used family of database products for the non-profit sector called Fund-Master.

He is a graduate of Butler University with a B.S. in Business Administration. Over the years, he has given more than 2,500 speeches around the world for the charity sector and is often the voice of new technology for fundraisers.

RESERVATION FORM

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

$25 AFP Members | $40 Guests  Amount enclosed: __________

To Register by Mail:
Please e-mail info@afpcentralillinois.org and send this form with a check marked “August 2019” to
AFP Central Illinois Chapter, P.O. Box 5323, Peoria, IL 61601

To Register Online: http://afpcentralill.org  Reservations are due by August 7
JOB OPPORTUNITIES:

Post an opening:
Job openings are posted at no cost to AFP members and their non-profit organizations. The cost of a job posting for non-members is $50.

Postings will remain on the website for two consecutive months, unless you tell us otherwise. Job postings will be included in the subsequent PhilanTopics newsletter.

Current Opportunities:

Director of Development, Illinois State University

The Director of Development serves as the development liaison to the College of Arts and Sciences (the College) and represents the College in pursuing major gifts (funding commitments of $25,000 or more made via outright, pledged or planned gift arrangements). The individual holding this position will develop and execute strategies and plans to cultivate, solicit and secure major gifts and qualify new major gift prospects.

The individual will work in close collaboration with the Dean of the College and will work as needed with other administrators, faculty, and staff of the College. As appropriate, the individual will collaborate with other development officers working on behalf of the Illinois State University's other colleges and administrative units. Primary responsibility will be implemented through regular and frequent visits and other substantive contacts with constituents.

Click here for additional information.

Associate Director of Development, Illinois State University

Building upon the positive momentum and increasing success in fundraising in recent years, Illinois State University is seeking an Associate Director of Development to represent the University in pursuing major gifts for all colleges and administrative units of ISU.

The position offers a talented and motivated individual with an opportunity to join an accomplished and collaborative University Advancement team and to be part of a vibrant university community and an outstanding educational institution that is ranked among the nation’s top 100 public universities by US News and World Report.

Click here for additional information.
SCHOLARSHIPS AVAILABLE!

**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 2020 conference will be March 29-31 in Baltimore, MD. **Deadline:** Friday, September 27, 2019

**AFP Membership Scholarships**
Up to four membership scholarships will be awarded each calendar year. **Deadline:** April 15, 2019; October 15, 2019

**Certified Fundraising Executive (CFRE) Scholarship**
Up to two scholarships of $450 each will be awarded each calendar year. **Deadline:** Scholarships are on-going & reviewed monthly.

More Information
Contact Danielle Easton, danielle.easton@scouting.org

**Congratulations to our C. Wilson Schroeder Membership Scholarship Recipients!**

The late C. Wilson Schroeder was a devoted fundraiser and one of the founding members of the National Society of Fundraising Executives, now called the Association of Fundraising Professionals. To honor his memory, the Central Illinois AFP Chapter awards membership scholarships through the C. Wilson Schroeder Membership Scholarship program. The Chapter considers applications from fundraisers and/or executive directors whose organizations budgets are constrained but who would benefit from AFP membership.

This Spring, the Board was happy to award a total of five membership scholarships! Congratulations to:

**Jessica Becker**, Conference of Women Legislators, Springfield

**Kathryn Diaz**, St. Mark’s School, Peoria

**Ann Lading-Ferguson**, FamilyCore, Peoria

**Liz Pollack**, Pets for Seniors, Edwards

**Bryna Ryan**, Neighborhood House, Peoria

The next deadline to apply for the C. Wilson Schroeder Membership Scholarship is October 15, 2019. [Applications available online.](#)
2019 Low goal: $1,704    High goal: $1,960

We only need to raise $550 to reach our 2019 goal!

Give by cell, text AFP to 56512

Many thanks to the following 21 Central Illinois AFP members for their gifts to our BE the CAUSE Campaign!

Robin L.T. Ballard*    Shelly Kerker
Kristen Berchtold, CFRE    Lindsey Kerr
Toni K. Burningham, CFRE    Andrea Koerber
Danielle Easton*    Michael F. Lane
Amanda G. Franklin    Cal Lyons
Ted Frost    Susan Monroe*
Jen Funk, MS    Pamela Rumba
Sandra Garza, CFRE    Priscilla Slaughter
Stephanie Holmes    Shelly Smith
Joy Hutchcraft, CFRE    Erica Wright
Stephanie Johnson*

*Alpha Society - Monthly Giving Member

DID YOU KNOW? The more our chapter donates toward BE the CAUSE, the more AFP Central Illinois will benefit, by receiving a larger share of campaign revenue. The money is used to support local scholarships and educational programs like our June speaker, Carol Weisman.