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 often 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.

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

$25 AFP Members | $40 Guests

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 nonprofit 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
NOMINATIONS NOW OPEN!

The Central Illinois AFP Chapter invites you to nominate a deserving individual, group, corporation, organization or foundation today!

Once again, AFP is pleased to offer the preliminary nomination process. Nominators submitting nominations should:

1) Complete the online nomination form

2) Submit a brief one-page summary that addresses the award criteria, what is exceptional about nominee’s philanthropy, and why they should be considered for that particular award.

This year’s Awards Luncheon is on **Wednesday, November 13, 2019**. The luncheon provides a unique opportunity for you to publicly express your appreciation to those who do so much to enhance philanthropic support in our community.

**The nomination deadline is August 14, 2019.**

*Special thanks to the Community Foundation of Central Illinois for its support of the National Philanthropy Day award nominations.*

[Click here for the easy online nomination form!](http://www.facebook.com/afpcentralillinois)

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:** 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](mailto:danielle.easton@scouting.org)
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, College of Education and Health Sciences, Bradley University

Bradley University seeks a Director of Development to lead major gift fundraising for College of Education and Health Sciences. The director works closely with the dean, key faculty, and University leaders to raise private gift support for the College. The ideal candidate must be an energetic, highly motivated, donor focused, results-oriented fundraising professional who possesses a can-do attitude, perseverance, optimism and the ability to think strategically and creatively to meet ambitious fundraising goals.

Click here for additional information.

Director of Fund Development & Marketing, Greater Peoria Family YMCA

Join a growing organization, who is committed to expanding its capacity and reach across Central Illinois.

This position supports the work of the Y, a leading non-profit committed to strengthening community through youth development, healthy living and social responsibility.

Serve as a member of the President/CEO’s Senior Leadership Team, providing strategic leadership in financial development, marketing and communication strategies, to advance the YMCA’s mission through annual giving, government and foundation grants, endowment bequests and gifts, and capital campaigns.

Click here for additional information.