Webinar: The State of Online Fundraising

Wednesday, January 8th · Clock Tower Place, East Peoria

Registration & lunch begins at 11:15am · Program will begin promptly at 12:00pm

This webinar brings the expert right to our doorstep!

An expert in the online fundraising field will analyze the state of nonprofit online fundraising and marketing, including the latest industry benchmarks, trends and successes. We’ll uncover the top challenges nonprofits face online and how to overcome them. Plus, we’ll examine where nonprofits are thriving online and what’s next for digital engagement and fundraising.

At the end of this session, participants will:

- Understand the latest online fundraising and marketing trends, including what’s next for nonprofits
- Uncover which areas of online fundraising that are thriving and which are declining
- See the latest industry and peer benchmarks to measure your nonprofit’s performance.

About Mike Snusz

Mike brings over 16+ years of nonprofit experience to his role as a Team Lead on Blackbaud’s Professional Services team. He focuses on helping nonprofits create digital fundraising and engagement campaigns to maximize giving opportunities. Mike previously managed the turnaround of the Ride For Roswell, including the event’s growth from $330,000 to $1.2 million over a three-year period.

$15 for Members / $25 for Guests

RSVP to info@afpcentralillinois.org • Click here to RSVP & pay online
2020 AFP Chapter Officers & Board

Thank you to the following volunteer board member:

**Chapter President**, Stephanie Holmes (2020)
Executive Director, Illinois Central College Educational Foundation

**President-Elect**, Joy Hutchcraft (2020)
Executive Director of Development, Illinois State University

**Past President/Governance & Scholarship Chair**, Danielle Easton (2020)
Director of Annual Giving, W. D. Boyce Council, Boy Scouts of America

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**VP Chapter Communications & Public Relations**, Lindsey Kerr (2020)
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**Be the Cause Campaign Chair**, Sandy Garza (2020)
Development and Marketing Director, Crittenton Centers

**Diversity Chair**, Amanda Franklin (2021)
Outreach and Events Coordinator, Pediatric Resource Center

**National Philanthropy Day Co-Chair**, Beverly Bourazak (2021)
Director of Development, Eureka College

**National Philanthropy Day Co-Chair**, Priscilla Slaughter (2021)
Director of Development & Patron Engagement, Peoria Symphony Orchestra

**At Large Directors**

Shelly Kerker (2020)
Development Director, American Heart Association

Ann Lading-Ferguson (2021)
Chief Executive Officer, FamilyCore

Cal Lyons (2020)
Vice President/Financial Consultant, John Graham & Associates

Katie Musisi (2021)
Vice President of Development, Easterseals Central Illinois

Bryna Ryan (2021)
Director of Community Outreach, Neighborhood House of Peoria

Andrea Verplaetse (2021)
Donor Relations Coordinator, OSF Healthcare Foundation
Save the Date:
Be sure to save the date for these upcoming Central Illinois AFP meetings.

Networking for Maximum Effectiveness

Wednesday, February 12th
Peoria Riverfront Museum

Presenters: John Morris & Anne Marie Miller from the Peoria Riverfront Museum

Community Foundations
Your Partner in Philanthropy

Wednesday, March 11th
Community Foundation of Central IL


Check us out!
Upcoming Meetings • Jobs in the Industry • Fundraising Resources • And More!

AFPcentralillinois.org

Don’t miss fundraising articles, resources, notifications of AFP events and job opportunities. “Like” us on Facebook and engage with your development colleagues.

www.facebook.com/afpcentralillinois

AFP COMMITTEES
Are you interested in becoming more involved with your AFP chapter?

Joining a committee is a great way to get to know others in the fundraising profession, while contributing to a great professional organization.

Committees include: Professional Development, Membership, National Philanthropy Day and Audit. For more information on these committees and how to join, contact the AFP Board of Directors by email at info@afpcentralillinois.org
Exciting Things Coming in the New Year!

Join Us in 2020 for Pop Up Philanthropy!

Pop Up Philanthropy is a series of educational sessions that will be offered in addition to our regular monthly luncheon meetings. Designed to be informal and address specific topics requested by our members, these sessions will be offered at various times of the day. No RSVP will be required, just drop in if you can! Best of all, they will be FREE - just bring your own lunch, or buy your own coffee or cocktail (yes, we’re going to combine education with adult beverages!). The first Pop-Up session will be in April. **Watch for more information coming soon!**

**SAVE THE DATE**

Adrian Sargent  June 17, 2020
8:30am - 3:30pm  Bradley University
Peplow Pavilion, Hayden Clark Alumni Center

4 GREAT TOPICS!

- How to Double, Triple or Quadruple Your Income
- Donor Acknowledgements: Learning to Say a Better Thank You
- Successful Bequest Solicitations
- Successful Fundraising Events: Why Do Some Organizations Excel?

**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. **Deadline:** This deadline has passed for the 2020 conference. Considerations for 2021 will be made in September 2020.

**AFP Membership Scholarships**
Up to four membership scholarships will be awarded each calendar year. **Deadline:** April 15, 2020

**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
**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.

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**Susan G. Koman Memorial, Development Director**

The Komen Memorial in Peoria, Illinois is responsible for achieving Komen's mission in 36 counties across Central Illinois through signature events such as Susan G. Komen® MORE THAN PINK Walk. Recent growth in Komen Memorial's reach brings excitement and new challenges to the work environment. Komen Memorial staff create an environment that is dedicated and results-oriented while also caring and compassionate. We are currently seeking a passionate and energetic team member to fill the part-time (flexible 25-30 hours/week) position of Development Director.

The Development Director is responsible for organizing, planning and leading corporate fundraising activities in support of Affiliate signature events. The position is responsible for diversifying and expanding current fundraising strategies with emphasis on corporate annual giving, annual giving, major gifts, national programs and special events, including MORE THAN PINK Walk Series (held in Peoria, Springfield and Bloomington/Normal), and the 35th Anniversary Gala (2020).

[Click here for additional information.]

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**Illinois State Museum Society, Advancement Director**

The Illinois State Museum Society Advancement Director is responsible for building awareness and support from all ISMS constituent bodies. As a member of the ISM Leadership Team, the Director will plan, coordinate, and administer comprehensive state-wide public relations and fund development plans to ensure the Illinois State Museum Society’s ongoing support of the Illinois State Museum and general Society operations. This position will work closely with the Director of the Illinois State Museum to guide the efforts of staff, volunteers, and the ISMS Board of Directors in all advancement activities.

This is a full-time (40 hours per week) position; it is salaried with benefits. This position is located in Springfield, Illinois.

[Click here for additional information.]