



AFPMASH NEWSLETTER



March 2009

18th Annual National Philanthropy Day Honors Those Who Make A Difference

It was a brisk, sunny November 11 when more than 400 people gathered at Mr. Anthony's Banquet Center to celebrate National Philanthropy Day. Each year since 1986, the Mahoning/Shenango Chapter of the Association of Fundraising Professionals (AFP) joins with 125 chapters throughout the nation to celebrate National Philanthropy Day. This event was established by an Act of the United States Congress and provides us an opportunity to showcase the strong spirit of giving and sharing that is alive in our community.

This year, AFP was excited and proud to recognize the accomplishments of individuals, organizations and businesses in our community that have been able to "Change the World with a Giving Heart." Their actions and generosity have improved the lives for many in the Mahoning and Shenango Valleys. This year the honorees included:

Mr. and Mrs. Edward J. DeBartolo, Sr. - Legacy Award (photo not shown)



Left to right: Farmers National Bank - Outstanding Corporate Philanthropist, Vlad Pediatrics - Outstanding Small Business, Canfield Rotary - Outstanding Civic Organization, Youngstown Chapter of the Links, Inc. - Special Recognition, Ron & Janie James - Outstanding Volunteer Fundraiser, Barry & Cindy Solomon - Outstanding Philanthropists

Students of Poland North Elementary - Outstanding Young Philanthropists



Mr. Pat Palombo and NPD co-chairs Matt Stinson and Crissi Jenkins

In addition to these honorees, a special award was presented to Mr. Pat Palombo, president of AFP's Mahoning/Shenango Chapter, for being an Outstanding Mentor. Pat has served as an invaluable resource to fundraising professionals in the community and is always willing to help.

As each winner stood up to accept the award, the stories they told touched everyone's hearts. Janie James recalled a story of a young neighbor who left a bicycle in her front yard. When she asked him why he left his bike, he said that he wanted to give it to the kids she helps (through Beatitude House).

Later in the program, 16 students from Poland North Elementary School came up to thank AFP for honoring them for their contributions to the Make-A-Wish Foundation and the community. First grader Bryce Edison, age 6, summed up his philanthropic contributions when he stated, "You don't have to be old, rich or famous to help people. I've helped many and I'm not famous yet."

Each honoree this year has made an impact upon the communities in which they live and work. They have volunteered in our communities, financially supported many organizations and encouraged others to give of their time and talent as well. Their kindness and generosity have impacted the lives of so many. We are honored to have some many remarkable individuals in our community who "Change the World with a Giving Heart." (Please go to <http://www.afpmash.org>, click on National Philanthropy Day to view additional photos.)

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IRA CHARITABLE
ROLLOVER EXTENSION
NOW LAW

On October 3rd, President Bush signed the \$700 billion economic bailout bill (H.R. 1424), which includes a two-year extension of the IRA Charitable Rollover provision originally enacted as part of the Pension Protection Act of 2006

The provision will be made retroactive to Jan. 1, 2008, and will apply to gifts made from that date through Dec. 31, 2009.

The provision exempts from taxable income any funds transferred ("rolled over") from a

Individual Retirement Account (IRA) to a charitable organization. The following limitations apply:

PRESIDENT'S MESSAGE

It is a scary time – not only for us as individuals, but for our non-profit organizations as well. As the economic uncertainty increases, so do the needs in our community. As the needs increase, the demand for our services is greater than ever. Across the country, non-profit leaders are asking the same questions: Will donors give less? Will some donors quit giving altogether? These are certainly reasonable questions, but a more important question to ask ourselves during these trying times is: How will we respond?



JoAnn Stock, CFRE

As stated by Derrick Feldmann in his article *Weathering The Storm Together: How to Build Stronger Ties with Donors in Tough Economic Times*, "during tough economic times,

Organizations often take two approaches. Some hunker down and wait for the storm to pass. Others step up efforts and bring donors in."

Although we face uncertain economic times, as fundraisers, we must remain upbeat, maintain an optimistic attitude, and stay focused on the mission of our organization. People in general and donors in particular are attracted to success and a positive approach. The organization that will be best positioned to weather the economic storm are those that choose to take the proactive approach. How we do that, especially in the current economic landscape? In his article, Feldmann outlines three simple strategies for donor relations:

Be Proactive. Don't hide in hard times. Get out and meet with your donors to describe the challenges the organization faces in the current economy. During those meetings, be candid about the realities of your situation, but also describe specific strategies your organization will execute to meet the needs in the community. Be forthright and focus on tangible, specific solutions.

Seek Their Counsel. You can bet this is not the first time your donors have witnessed troubling times. Use this as an opportunity to seek their counsel on how the organization will withstand a tough economy. Donors like to be on the inside and want to see organizations succeed.

Communicate. Candid communication with donors will yield long-term success. After you have sought their counsel and described the challenges and the solutions, continue the dialogue. This is an opportunity to make donors feel as if they are working side by side with you. Schedule phone calls and visits, and send updates to donors on a regular basis.

Remember: It's your attitude and proactive approach to economic challenges that will yield long-term success. To read the complete article and for access to a wealth of outstanding additional information visit www.afpnet.org. As fundraising professionals, now more than ever, it is important for us to pull together and ride out this wave of economic uncertainty. The resources available through AFP both locally and nationally are a wonderful place to turn for help, guidance, and support. Join us throughout the coming year for our educational programs and networking opportunities. Together, we can weather the storm!

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- The donor must be age 70½ or older.
 - The cap on annual IRA rollovers is \$100,000.
 - The contribution must be a direct gift to a charity (no planned gifts).

The provision expired at the end of 2007, and one of AFP's chief legislative goals has been to reinstate the provision and make it permanent.

"This is a huge victory for the fundraising community," said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP. "A critical part of this success has been all of the letters,

phone calls and emails that AFP members have sent to Congress and the White House. I thank every member who got involved over the past year. Your work has paid off!"

AFP also will continue to push for changes to the rollover provision in 2009, including lowering the age for donors, increasing the cap on gifts and making the provision permanent.

CONGRATULATIONS

to AFP Mahoning/Shenango Chapter members for passing the CFRE (Certified Fundraising Executive) Exam and earning the CFRE designation. They are:
Randi Baun, Jim Echement, and Linda Kostka

MARK YOUR CALENDAR FOR UPCOMING AFP PROGRAMS

Friday, April 17, 2009 – Luncheon Program
“Writing Powerful Proposals: Budget & Evaluation Basics For Grant Professionals”

Holiday Inn – Boardman

11:00 a.m. – registration and networking
 11:30 a.m. – buffet lunch
 12:00 noon – 1 p.m. – program

\$15 for AFP Members
 \$30 for non-members

Friday, August 21 – Board Meeting followed by
“Members Only” Program

Audio Conference - **“Best Practices: Weaving Ethics into Your Organization’s Fundraising”**

Presented by: **Paulette Machara, CEO, AFP**

BOARDMAN PARK, Georgianna Parker Pavilion
 10:00 a.m. – Board meeting
 11:30 a.m. – box lunch
 12:00 noon – 1:30 p.m. - program

FREE for AFP Members

Friday, June 19 – Luncheon Program
“What You Really Need to Know About Donor Stewardship, Recognition and Accountability”

Holiday Inn - Boardman

11:00 a.m. – registration and networking
 11:30 a.m. - buffet lunch
 12:00 noon – 1:00 p.m. - program

\$15 for AFP Members
 \$30 for non-members

Friday, September 18 – Full Day Program

Holiday Inn - Boardman

More information, as it becomes available, will be found on our website <http://www.afpmash.org>

**New Postal Service Mailing List Requirements
 Now in Effect**

As of Nov. 23, the United States Postal Service (USPS) now requires address lists for standard mail to be cleared of incorrect addresses every 95 days rather than every 185 days. The new ruling is meant to decrease the number of undeliverable mail pieces processed by the post office. The rule has been expanded to Standard (nonprofit discount rate) mailings. It originally only applied to First Class mail.

In order to meet the new Move Update standards, a mailer must update its addresses using one of five methods approved by the USPS. The method recommended by most mail houses is the National Change of Address (NCOA) update method.

“In fiscal year 2004 the Postal Service handled 9.7 billion pieces of UAA [undeliverable-as-addressed] mail at a cost of \$1.8 billion,” USPS notes in a press release. Nonprofit organizations that do not update addresses they mail to within 95 days, verified by submission of a Certificate of Move Update Compliance (PS Form 6014), may be charged First Class postage on their entire mailing. For additional information, go to www.usps.com or contact the post office where you enter your mailings.

WELCOME NEW MEMBERS!

A hearty AFP welcome to the following individuals who joined our Chapter between August 1st and December 31, 2008:

- Karen Lynn Brown**, Development Officer, Warren City School Foundation, Warren, OH
- Amanda Crosby**, Development & P.R. Director, United Methodist Community Center, Youngstown, OH
- Anna Masi**, Resource Development Coordinator, Help Hotline Crisis Center, Youngstown, OH

For membership questions, please contact Sally Freaney at sfreaney@libraryvisit.org

AFP needs your email address!!

AFP is going ‘GREEN’. *Help us save trees!*

Newsletters, jobs, and program announcements at
<http://www.afpmash.org>

Please go to our website now and click the left button
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Mahoning/Shenango Chapter
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AFP Mahoning Shenango Chapter and
Mahoning/Shenango Planned Giving Council
Co-sponsored

***PLANNING FOR FUND RAISING SUCCESS –
ALL YOU NEED TO SUCCEED***

Written by Elinor S. Zedaker CFRE



The 2nd annual all day seminar co-sponsored by AFP and PGC was held November 7th at the Holiday Inn in Boardman and attracted 44 registrants. Top notch presenters: Matthews Cottle, CFRE, vice president of Jeffrey Byrne & Associates, Inc. (West Virginia-Western PA); Nick Fellers, president, For Impact – The Suddes Group (Ostrander, OH); and Bruce R. Matthews, vice president, Campbell & Company (Chicago, IL) delivered outstanding sessions to an enthusiastic crowd.

JoAnn Stock, CFRE, program chair and president-elect of AFP introduced Mr. Pat Palombo, CFRE, AFP president and Elinor S. Zedaker, CFRE, president of the Planned Giving Council to welcome the group. Fellers wowed everyone with his innovative and motivational keynote address.

Nine sessions kept this educational opportunity moving. Professional staffs, board members and volunteers attending represented a wide spectrum of non-profit organizations (arts, community agencies, higher education, health care, libraries, retirement communities, and social services) from Ohio and Pennsylvania.

Stock (now AFP president) has assembled a committee of AFP and PGC members who have plans underway for the next all-day seminar. Visit the www.afpmash.org website for information as available.