



# Mahoning/Shenango Chapter N e w s l e t t e r

March 2008

## Introducing AFP Mahoning/Shenango Chapter's New Website: [www.afpmash.org](http://www.afpmash.org)

The Association of Fundraising Professionals Mahoning/Shenango Chapter announced in February 2008 their new website.

- Register for programs.
- View the monthly newsletter.
- Review the 2008 calendar.
- Communicate with officers, board members, and the chapter administrator.
- Check out the MEMBERS ONLY section: a secured section with the chapter roster.
- Link to the AFP INTERNATIONAL website.
- Join our LISTSERV to receive announcements of all AFP activities and programs.

We are in the process of transitioning to a "paperless" newsletter and we need your email address. Email [barb.schuller@yahoo.com](mailto:barb.schuller@yahoo.com) with comments, suggestions and your email address!

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### *U.S. Do-Not-Call List Now Permanent*

Phone numbers on the Federal Trade Commission's (FTC) national Do-Not-Call List will remain there permanently unless voluntarily removed under a bill signed into law recently by President Bush.

On Feb. 15, the president signed both the Do Not Call Improvement Act of 2007 and the Do Not Call Registry Fee Extension Act of 2007. The first bill prohibits the automatic removal of telephone numbers registered on the do-not-call list. The original policy was that phone numbers would be left on the list for five years and then drop off unless individuals request that their numbers be reinstated. The FTC recently changed its stance and wanted to keep numbers permanently on the list, and this bill enacts that change into law. The second bill extends permanently the authority of the FTC to charge fees to telemarketers to access the list so they will not call numbers on the list.

AFP successfully fought for an exemption for charitable organizations and their third-party fundraisers from the do-not-call list. However, nonprofits and third-party fundraisers must still comply with individuals' requests to have their names removed from a nonprofit's call list, as well as other requirements (*see below*). Political and survey organizations are also exempt, while companies with an established business relationship with an individual may call for up to 18 months after the last payment or delivery. As these requirements closely mirror the *AFP Code of Ethical Principles and Standards*, the association supported these provisions.

#### *Telemarketing Regulations:*

- *Disclosing the name of the organization on whose behalf the call and request is being made*
- *Disclosing that the purpose of the call is a charitable solicitation*
- *Prohibiting misrepresentations of what the charity does, how the contribution will be used and how much money is spent on programs and costs*
- *Honoring entity-specific "do-not-call" requests, such as when individuals ask that a particular charity not contact them.*

## President's Message

### Mahoning/Shenango 2007 Chapter Officers

#### President

(Mr.) Pat Palombo, CFRE  
Ph: 330.744.8451

#### Vice-President

JoAnn Stock, CFRE

#### Secretary

Christine Jenkins

#### Treasurer

Melissa Pearce

#### Board Members

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Sally Freaney

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Cheryl M. Lewis, CFRE

Deborah Liptak

Liz McGarry

Catherine Powers

Holly Small

Matthew P. Stinson

### **Welcome new members!**

A hearty AFP welcome to the following individuals who joined our Chapter between Sept. 2007 and Feb. 2008:

#### **Leah Brooks**

Development Director  
YWCA of Youngstown  
Youngstown, OH

#### **Rose Guerrieri**

Library Director  
Kent State University  
Warren, OH

#### **Debra K. Hagarty**

Gift Planning Director  
Ohio Presbyterian Retirement  
Stow, OH

#### **Jennifer Roberts**

Beatitude House  
Youngstown, OH

#### **Michelle Rockwood**

Associate Director of Development  
Beatitude House  
Youngstown, OH

#### **Judith Snyder, CFRE**

Assoc. Dir., Corp & Fndtn Relation  
Kent State University  
Kent, OH

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

*"If you vote for me, I'll help everyone who needs help,  
fix everything that needs fixed, and solve every  
problem before us!"*

Sorry...I'm getting a bit burned out from all the  
Primary Election ads.

In all seriousness, it is an exciting time for us in  
America. We have an opportunity to participate in the  
election of a new president. We are bombarded with  
terms like, "change," "experience," and "leadership."  
But this excitement and these terms don't just apply to  
the presidential election process. They apply to AFP.

This will certainly be an exciting year for the Mahoning/Shenango Chapter of the  
Association of Fundraising Professionals.

**Change**...our new Chapter website will change the way we communicate with each  
other and the world. Check it out... [www.afpmash.org](http://www.afpmash.org).

**Experience**...our program plans for 2008 will offer experiences that will allow you  
to walk tall in the fundraising profession.

**Leadership**...the networking opportunities offered through AFP help to promote the  
skills that empower leaders in our profession and the communities in which they  
serve.

If you are not yet a member of our **party**, cast your vote for AFP and join us today!

This is Chapter President, Pat Palombo, CFRE, and I approve this message.



**Pat Palombo, CFRE**

### ***Nonprofit Postage Rates to Increase in May***

**Nonprofit mail rates are expected to increase by an average of 0.7% starting May 12.**

The rate case, filed by the U.S. Postal Service earlier this month and expected to be approved by the U.S. Postage Commission, includes changes to all types of mail, including first-class mail, standard mail, periodicals, package services and special services.

The Alliance of Nonprofit Mailers reports that organizations will see rate changes in the following:

- *Standard Mail Nonprofit Regular Letters: 0.8% increase*
- *Standard Mail Nonprofit Regular Flats: 1.2% decrease*
- *Standard Mail Nonprofit Regular Parcels and Non-Flat Machinable (NFM): 7.6% increase*
- *Standard Mail Nonprofit ECR: 2.2% increase*

In addition, the cost of a first-class postage stamp will increase to 42 cents. Mailers can continue to use the Forever Stamps they purchased for 41 cents, even after the price change. The Postal Service has announced it will have 5 billion Forever Stamps in stock to meet increased demand before the price change. The Postal Service also intends to change its pricing for shipping services, including Express Mail, Priority Mail, Parcel Select and International Mail. Those changes will be announced in March.

Overall, nonprofit mailers generally fared well in the new rates, according to the Alliance of Nonprofit Mailers. The average increase for all standard mail is 2.875%, well above the average increase for standard nonprofit mail of 0.7%. In the last rate case, average nonprofit rates rose by nearly 7%. AFP thanks the Alliance of Nonprofit Mailers for its work on postal issues.

## ***Volunteering Grows But Giving Money Still Considered Easier***

The percentage of Americans who volunteer grew by 10% in 2007, according to a study by Thrivent Financial for Lutherans and reported in *The Chronicle of Philanthropy*. The survey, which polled 1,000 adults across the United States, found that 74% said they participated in some type of volunteer service in 2007. Despite the increase, Americans continue to say that giving money is easier than giving one's time. Fifty-two percent of respondents in the survey said it is easier to give money, compared to 30% who said it is easier to give time. Sixteen percent said both are equally easy.

Age, income, education and employment status all affect attitudes about giving. Older individuals tend to prefer giving money, while younger people tend to give more of their time. Fifty-eight percent of seniors (age 65+) and 53% of pre-retirees (age 55 to 64) favor giving money over time versus

44% of young adults (age 18 to 24). Young adults are also three times more likely than seniors to say giving one's time is easier than giving money (49% versus 15%). They are also twice as likely as pre-retirees (49% versus 24%) to find giving time easier. Those working full-time and retirees said giving money is easier (58% and 54%, respectively), while those working part-time (42%) and those not employed (38%) indicated that giving one's time is easier.

The survey also found a wide gap between individuals who say they are willing to volunteer and those who actually do, according to the *Chronicle*. For example, almost three out of four respondents said they would be willing to serve a meal to a homeless person, but just 13% had actually volunteered at a homeless shelter. In addition, 71% said they were willing to clean a park, but only 32% had done so.

### **MARK YOUR CALENDAR FOR UPCOMING AFP PROGRAMS**

**Friday, April 18 – Audioconference**

**“Listening to Donors - Essential Skills for the Win-Win Ask”**

**Holiday Inn – Boardman**

8:30 – registration and continental breakfast

9 a.m. – 10:30 audio conference

10:30 – 11 a.m. – discussion and sharing of best practices

FREE for AFP Members

\$15 per person for non-members

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**Friday, May 23, 2008 – Board Meeting Followed by Luncheon Program**

**“Maximizing the Potential of the Internet to Supplement your Fundraising Efforts”**

**Holiday Inn – Boardman**

10 a.m. - Board Meeting

11 a.m. – registration and networking

11:30 – buffet lunch

12 noon – 1 p.m. – program

\$15 for AFP Members

\$30 for non-members



Association of Fundraising Professionals  
Mahoning/Shenango chapter  
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## *\* Job Announcements \**

### **Major Gifts Officer Akron Children's Hospital Deadline: 04/01/08**

The Major Gifts Officer manages the cultivation and solicitation of individual, corporate and/or foundation donor prospects who are capable of contributing major and/or planned gifts (defined as \$25,000 or greater). In this capacity the individual is responsible for developing and implementing a strategic fund raising plan for major and planned gifts which complements the other fund raising programs of Akron Children's Hospital Foundation.

**QUALIFICATIONS REQUIRED:** Five years or more of successful fund raising experience with a proven track record of successful major gifts and/or planned giving fund raising. A Bachelor's degree or equivalent work experience is required, preferably in development, business, marketing, public relations, management or related field. Demonstrated record of success in donor calls as well as the ability to meet fund raising goals through personal solicitation of major donors. Requires outstanding interpersonal, oral, written and management skills, along with an ability to work cooperatively in highly complex setting and to plan and act strategically. Knowledge and experience in word processing, fund raising and database software preferred along with some planned giving experience and knowledge

of tax laws and basic financial planning strategies. Capacity to work independently and creatively required.

**For more information, visit:** <http://www.akronchildrens.org>

**For more information, contact:** <mailto:sbossart@chmea.org>

### **Executive Director Habitat for Humanity of Mah Cnty Deadline: 03/15/2008**

The Executive Director is responsible for and oversees all activities of the Affiliate in accordance with the mission, strategic plan, policies and objectives established by Habitat International and the local Affiliate Board. Supervisory or managerial experience in social service, business operations, or related field, basic understanding of home construction, and familiarity with non-profit organizations are desirable. Applicants should have a basic understanding of grant writing and a strong willingness to fund raise. For a complete job description, send your request to [hfhmc@sbcglobal.net](mailto:hfhmc@sbcglobal.net) or call (330)743-7244.

**For more information, visit:** <http://www.hfhofmc.org>

**For more information, contact:** <mailto:hfhmc@sbcglobal.net>