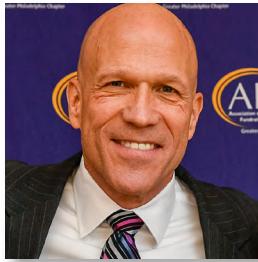


Letter from the President



Welcome to Philanthropically Speaking, the Association of Fundraising Professionals-Greater Philadelphia Chapter's bi-annual newsletter! This new initiative aims to keep you, the members of our Chapter, informed and up-to-date about the many benefits, resources and opportunities available through AFP-GPC and AFP Global.

On the AFP Global web site, the organization self-describes as *striving to stimulate a world of generosity and positive social good through fundraising best practice.*

Consisting of 31,000 dedicated people around the globe, AFP is the world's largest organization of professional fundraisers. Here in Philadelphia, that means nearly 600 of us are, in our own unique organizations and individual ways, working to bring about a city and region of generosity and positive social good.

I hope this newsletter helps to give you the tools, ideas and enthusiasm to perform your work, to engage your donors, to inspire your associates and to fulfill your organization's mission with confidence, joy and passion.

I am grateful that you are a member of AFP and a part of the Greater Philadelphia Chapter. Thank you for helping to create a world where generosity and social good is the norm, not the exception.

Please feel free to contact me; I welcome the opportunity to speak with you! I want to be sure we are doing all we can to make your membership with AFP-GPC as worthwhile and beneficial as possible.

Christopher Jungers, CAP, CFRE

President, AFP-GPC

President@afpgpc.org

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Ethics is the Best Best Practice

If you've been a fundraiser for more than five minutes, someone has said the words "best practices" to you. But, what does that really mean, and are some more important than others?

"Best practices" simply describes the most desirable set of activities, attitudes, and actions that fundraisers pursue with the highest professionalism, expertise, and impact. And yes, some are more important than others.



Take Ethics in Fundraising, for example. It is the highest best practice for a couple of reasons.

First, your ethical conduct outlives you. Like many other things in fundraising – a thoughtful membership program, planned giving, and sustaining valuable relationships – the largest, most impactful results of your work will likely come long after you have moved on to another job. Your strong ethics will bolster your organization's reputation as a "good charity" for decades to come. And, your reputation as someone who prizes ethics will follow you from job to job – or maybe even lead you as employers and recruiters seek you out based on your reputation.

You want to be THAT charity, the one your donors tell their friends about. "The leadership there is really strong, and they're genuinely nice people who are so fun and interesting." "They really

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The 34th Annual

NATIONAL PHILANTHROPY DAY AWARDS BREAKFAST

November 15, 2019
8:00 AM – 10:30 AM

The Bellevue Hotel



On November 15, 1985, President Reagan declared November 15 as the first official National Day of Philanthropy. Since then, The Association of Fundraising Professionals – Greater Philadelphia Chapter (AFP-GPC) has hosted an annual awards program recognizing outstanding achievement by individuals, foundations and corporations, new generation philanthropists, lifetime achievement philanthropists, fundraising volunteers, youth philanthropists and professional fundraisers. These awards are given in recognition to those individuals and organizations whose lifetime or long term achievements have made a significant impact upon society.

When you attend this event you have the opportunity to join with other leaders across non-profit, philanthropy, and for-profit sectors throughout the Philadelphia region. Networking is a vital part of this event, where you can meet key stakeholders and foster new partnerships. You may discover the missing link or foster an innovative solution while enjoying a delightful breakfast and honoring the 2019 award winners.

Join us on November 15 from 8:00am-10:30am at the Bellevue Hotel for this can't miss event!

Register Now!

We asked two AFP-GPC members why they attend The National Philanthropy Day Awards Breakfast. Here is what they had to say:

"I love celebrating and recognizing local philanthropy and the fundraising profession!"

"I attend National Philanthropy Day each year to join with my professional colleagues and friends to proudly affirm and witness to the importance of philanthropy and fundraising in the Philadelphia region. It is an unparalleled annual moment to celebrate the generosity of so many who make a true difference in Philadelphia while sharing the stories, the challenges and the incredible accomplishments of fundraisers and the impact of our profession in the lives of countless people. National Philanthropy Day bolsters, affirms and uplifts me in my work while reaffirming my pride and gratitude to be a part of this incredible, giving profession."

We do hope that you will celebrate, network, and enjoy National Philanthropy Day by joining with AFP-GPC on November 15, 2019 from 8:00am-10:30am at the Bellevue Hotel in Philadelphia. [Click here for more information or to register.](#)

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Celebrate Ethics Awareness Month



Get Ethics Resources Here

Ethics is the Best Best Practice continued from page 1

maximize my gifts to them – they do big things with my contributions.” “They’re great at keeping me updated on their activities, and specifically on the programs and projects I have funded. I always feel like I know what’s going on there.” “I love the opportunities they give me to meet the people/animals I’m helping – to see the work in action and the results of my gifts.” “I trust them.”

At the very heart of all of it, the donor has to trust us – as organizations and as people. This leads us to the second, and arguably more important, reason that Ethics is the Best Best Practice: all other best practices are grounded in it.

Build Genuine Relationships

At the core of successful fundraising lies a genuine relationship among you, your organization and the donor. A GENUINE relationship. One governed by mutual respect and a shared desire to improve the world in some way, rather than by the moves management tracker in your database. Build your relationships with integrity and honesty, and they will be genuine and productive.

Bring Joy to the Donor

Work with all diligence to find contributions that meet the donors’ hearts, that make them feel pride in having a significant impact in one or many lives. Help them achieve what they can only achieve with your organization. Don’t pressure or guilt them into giving to a project that YOU care about at the expense of a project THEY care about. If you help them live out their dreams whenever you can, they will help you live out yours, as well.

Be Honest

Tell the truth – about the cost of a new project, what you plan to do with the new project, the weaknesses of the project, or – after the fact – the success or failure of the project. Tell the truth when the donor asks if the organization can do the project even if you only get half the money you’ve just asked for. (The answer is no, by the way, or you wouldn’t have asked for that amount to begin with.) Be honest about whether or not staff have the bandwidth to take on an ambitious project. Own up to what you did and didn’t do and report your results honestly. This is good cultivation, solicitation and stewardship.

Keep Promises

Keep your word. If you say you don’t share email addresses, but you do, then you have lied AND broken a promise. If you say you will use a gift to beef up professional development for junior staff, don’t spend it on a fancy retreat for executives. If you listed recognition on a big, new donor wall as a benefit of giving to the latest campaign, then be sure you follow through. The core of good stewardship is to spend the donor’s gift on what you promised her/him you would use it for and to produce the recognition you committed to. In other words, the best way to maintain a genuine, good relationship with your donor is to keep the promises you make.

Always Say Thank You Even if They Tell You No.

AFP Best Best Practice Resources:

[The Donor Bill of Rights](#)

[AFP Code of Ethics](#)



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Member Spotlights



Michelle Brown,

Chief Development Officer,
Independence Mission Schools

Tell us a little bit about your career background.

For almost 20 years I've worked in the non-profit sector in the Greater Philadelphia area. My first job was managing a young professional volunteer program, housed in the development office of the Archdiocese of Philadelphia. From there I ran the Catholic Charities Appeal campaign and annual giving efforts for over four years before heading to Devereux Advanced Behavioral Healthcare. After earning my master's degree in Non-Profit Management from Eastern University in 2008, I moved to an operational role at Devereux. In 2015, I went back to my fundraising roots to serve as the Director of Development at Mastery Charter Schools. For four years I enjoyed working at Mastery and seeing its impact, and when an opportunity arose for me to move on to another school network in need of strategic fundraising leadership, I jumped at the opportunity and am now just beginning my new role as Chief Development Officer at Independence Mission Schools (IMS).

What are your future aspirations?

Ultimately, I have aspirations of leading an organization in an Executive Director capacity. I truly believe a career in the fundraising profession can really provide a person with the skillset, access, and experiences they need to become a successful leader of an organization.

Why do you stay involved with AFP?

I have been an AFP member for most of my career and believe it provides a host of opportunities to learn and grow, not only through workshops but also through the relationships you can make.

What do you hope to see for AFP and the fundraising profession in the future?

While it is an effort AFP continues to put at the forefront, I do hope to see greater diversity within the field as we move ahead. Fundraising was, and perhaps still is, a profession that many people would "fall into" versus seek out. This is changing, with degree programs and also with the needs of organizations continuing to grow. It is our duty as professionals in this space to recruit people from all walks of life, to speak positively and truthfully about the work we do, to dispel myths, to mentor, and to encourage others to give it a try.

Where do you like to volunteer outside of AFP?

I volunteer as a youth basketball coach and serve on a committee to build a new playground for my local elementary school and community. I recently joined the board of a new organization, Focused Athletics, which provides access to athletic, academic, and professional resources to high school age student-athletes in Philadelphia, many of whom reside in shelters or in group foster homes.



Jenna Federico,

Development Associate,
Clarke Schools for Hearing
and Speech

Could you tell us a little bit about your career background?

After graduating from James Madison University in 2011 with a bachelor's in business administration and a focus in HR, I took my first job as an IT Recruiter in the Washington, DC metro area. This gave me some strong sales experience and I ended up recruiting for 4 years before realizing I was unfulfilled. I was the Ambassador for a local March of Dimes/March for Babies event for 3 years in a row raising over \$1,000 each year for them. I realized throughout that process that fundraising and volunteering was my passion and I wanted to make it into a career.

I also knew I wanted to move so I left DC, and landed in Philadelphia in April 2016. Changing career directions certainly has its challenges. It took a long time to find someone to give me a chance at a full-time role in the non-profit. I started first as a Development Manager for the Pulmonary Hypertension Association for 8 months before all 4 chapters of the organization were eliminated. In February 2017, after 20 interviews and 4 job offers – I accepted a role at Clarke Schools for Hearing and Speech Philadelphia as a Development Associate. Clarke Schools teach deaf or hard of hearing children how to listen and talk. The students access sound via hearing aids or cochlear implants. I am still here 2.5 years later, and I absolutely love the rewarding career I've built for myself.

Where do you like to volunteer outside of AFP?

March of Dimes, Make-A-Wish, American Foundation for Suicide Prevention, Saved Me/Doggie Style locations

What do you do with your free time?

I spend most of my free time with my dog, Rocky. I also love to see my family and friends, travel whenever I can, read non-fiction, hike, and practice yoga. I love the outdoors and nature.

Why do you stay involved with the AFP Young Professionals of Philadelphia?

I have met incredible people through AFP. I joined when I first started working at Clarke after meeting a co-worker who was involved. Being new to Philadelphia and new to the non-profit world, it was the perfect place to build connections and meet people who are in the same boat as me. I have learned so much from the educational sessions and am thankful for the opportunities available through AFP. I plan to stay involved for the foreseeable future!

What are your future aspirations?

I would love to continue moving up in the industry. I am a strong leader and would love to move into more managerial positions.

Upcoming Events

Using RFM Analytics to Ask the Right Person for the Right Amount at the Right Time

October 29

8 am Breakfast
8:30-10 am Program

Temple University Center City Campus

Presented by: Robert Lane

Inclusive Digital Products

November 5

1 - 2 pm Program

Webinar

Presented by: Kara Gaulrapp



8:00 - 10:30 am | November 15, 2019 | The Bellevue Hotel

Coffee Roundtables

December 6
8:30-10 am Program

Philadelphia: Sunday Breakfast Rescue Mission
Bucks/Montco: Otto's (Horsham)
Delco: Panera Bread (Media)

Brandraising - How a Strategic Brand Builds Smart Relationships

December 12
1-2 pm Program

Webinar

Presented by: Ron Tinsley

CFRE REFRESHER COURSE

January 8 & 9

7:30am-5:30pm

Advance Your Career: Course for First Time CFRE Applicants

Temple University
Center City- Room 208

Fee: \$425/Member,
\$525/Non-Member

Register Today

For more information or to register for programs visit afpgpc.org/meetinginfo.php

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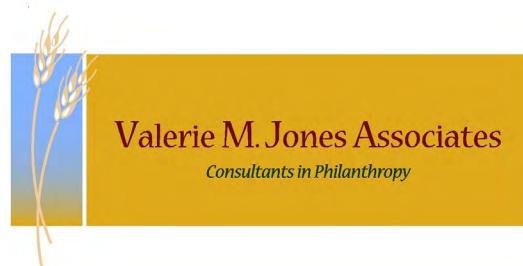
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