

## AFP Treasure Coast: August 2023 Newsletter 📧

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via mailchimpapp.net

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# AFP Treasure Coast

## August 2023 Newsletter



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### President's Message

Dear Members,

Last month AFPTC held a two day workshop, "The Fundamentals of Fundraising". Over 30 participants at all levels of fundraising spent their time learning from each other and about best practices for our industry. A huge thank you to our VP of Education, Agnes Palmer, CFRE, for organizing and preparing. We would also like to thank our presenters all of who have achieved the CFRE accreditation: Taylor Gilmour, Cleveland Clinic; Michele Jacobs, The Kane Center; Elisabeth Glynn, United Way of Martin County; Suzanne Horstman, chapter administrator; Kimberly Peron, Donorview; and Melissa Winstead. Your chapter was able to provide this at a very low cost due to the sponsorship of Community Foundation Martin-St. Lucie and Children's Services Council of St. Lucie County. Donorview also sponsored the lunches each day. And of course the event would not be successful without participation, so thank you to all who attended also!



The board announced that it was accepting applications to attend AFP Global's LEAD conference in October in Philadelphia and I'm thrilled to announce that Jessica Bright will represent the Treasure Coast! Additionally, look for more information coming soon on the Chamberlain Scholarship which provides a member with registration to AFP ICON, to be held in Toronto April 7 – 9, 2024.

The AFP Foundation makes these scholarships possible. Your support of the Foundation through the Be the Cause Campaign is greatly appreciated. Any gift makes a difference. I'm happy to announce that your dollars will be doubled again during LEAD. From October 19-21, the first 400 donors who contribute a one-time gift of \$20 or more (not a pledge) will have their gift matched with \$10! I encourage everyone to consider making a gift during this time.

National Philanthropy Day is fast approaching. Don't forget to nominate your volunteers for the recognition they deserve and volunteer yourself to help the day of the event.

Thank you for being a member of AFP Treasure Coast and the fundraising world. You are making it a better place for all of us!

Michelle

Michelle D. King, CFRE  
Chief Development Officer  
Hibiscus Children's Center

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CFRE stands for "Certified Fundraising Executive." Administered by CFRE International, the CFRE credential demonstrates your professional achievement and commitment to the fundraising profession. This is achieved through mastery of core knowledge and skills required of fundraising professionals with at least three years of experience.

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2023 "Boot Camp" - Fundamentals of Fundraising participants  
[For photos of all graduates, click on the AFP Treasure Coast website.](#)



## National Philanthropy Day<sup>®</sup>

**NOMINATIONS CLOSE AUGUST 31ST!**

National Philanthropy Day Honors  
November 14, 2023 - Harbour Ridge Yacht & Country Club

**FULL DETAILS AND NOMINATION CATEGORIES HERE**

*For each complete nomination received by August 31st, your organization will be entered into a drawing to receive a table (8 seats) to attend National Philanthropy Day on November 14th. The drawing is for a table only and does not include any sponsorship benefits. Drawing will be held with eligible entries no later than September 2nd. One entry per nomination, maximum three entries per organization.*

## LUNCH AND LEARN

AUGUST 22, 2023

IRSC Veteran Center for Excellence

500 NW California Blvd., Port St. Lucie, FL 34986

## THE 7 DEADLY SINS OF PLANNED GIVING

*How do elephants and daisies enhance the success of your planned giving program*

Presented by: Margaret May Damen, CFP®, CLU, ChFC, CAP

Author of Women, Wealth and Giving: The Virtuous Legacy of the Boom Generation, John Wiley & Sons Publisher

[\\$20 AFP Members/\\$25 Non-Members \(includes lunch\)](#)



## **Unlock the Power of Make-A-Will Month: 3 Strategies for Amplifying Planned Giving**

As National Make-A-Will Month approaches this August, nonprofits have a golden opportunity to supercharge their planned giving initiatives. Each year, Make-A-Will Month generates hundreds of millions of dollars in planned gifts for organizations across the nation. [Read More](#)



Cue the Rocky theme music, because

[AFP LEAD](#)

is headed to Philly!

Join hundreds of fellow nonprofit fundraising leaders for AFP's annual leadership conference, October 19-21 in Philadelphia, PA! Registration is now open. Whether you're an ascending fundraising leader, or you want to brush up on the latest trends in nonprofit leadership, AFP LEAD is a must-attend event to become a better leader in the fundraising sector.

[Learn More and Register](#)

Once again thanks to Martha Schumacher, CFRE, ACFRE, MInstF, president of Hazen/HILT, the Foundation for Philanthropy is pleased to announce the **BE the CAUSE AFP LEAD MATCH.**

**From October 19-21, the first 400 donors who contribute a one-time gift of \$20 or more (not a pledge) will have their gift matched with \$10!**

## PLANET PHILANTHROPY 2023 -- My Experience by Agnes Palmer, CFRE

If you're like me, on any given day your job as a fundraiser has you wearing many hats. Attending Planet Philanthropy this year allowed me to select from the various tracks to better hone my skills in the art of fundraising, as well as gain some insight into new areas like ChatGPT.



While new things were learned and skills refreshed, one of my favorite parts of being at Planet Philanthropy is the interaction you have with your fellow fundraisers. Below are a few key points I took away from the sessions I attended. I hope you find something you can implement from these nuggets.

- Be sure to stay in front of your donors so you remain their charity of choice in a recession.
- Have values conversations with your donors – people like to align with organizations that have shared values.
- Be conversational on social media – DM the people who share your posts.
- Identify and select 25 donors from your event attendees to focus on after the event and move through the process.
- Create a wish list of 6-8 people you want in the room during an event and strategize on how to get them there.
- Create a culture of philanthropy in your organization where everyone can inspire people to give. Make sure everyone promotes philanthropy and can articulate the need for support in their own words.

Perhaps my biggest take away from the conference was when I heard the following from Karen Osborne from the The Osborne Group say, "If you are not taking care of yourself, nobody is going to benefit. Saying no is actually saying yes to something more important. When asked to do something, ask yourself is this worthy of our time, our mission or the people we serve."

I am grateful to have received a scholarship this year to Planet Philanthropy from AFP Treasure Coast. As a first-time attendee, I was more than impressed with what was offered, new connections made and existing relationships strengthened.

[Read the full context of Agnes' report here.](#)

**Save the date for next  
year....  
June 3-5, 2024  
Orlando, Florida  
The Rosen Center**



Serving on the Planet Philanthropy Conference Committee is a great way to enhance your leadership skills, earn points toward attaining CFRE Credentials, and build your professional network.

- Leadership skills: Serving on a committee requires you to work with others, delegate tasks, and manage projects. This can help you develop your leadership skills and learn how to work effectively in a team environment.



- CFRE Credentials: Serving on the Planet Philanthropy Conference Committee can help you earn points toward attaining CFRE Credentials.
- Professional network: The Planet Philanthropy Conference is a great place to network with other fundraising professionals from across the state of Florida. Serving on the committee can help you expand your network and make valuable connections that can help you in your career.

Being a part of the Planet Philanthropy Conference Committee is a great opportunity to learn, grow, and make a difference in the nonprofit sector. Committee meetings will be held virtually as the committee is made up of AFP members from all over the State.

Interested? Email Lindsay Zimmerman, Planet Philanthropy 2024 Chair at [lindsay@cfdc.org](mailto:lindsay@cfdc.org).



The AFP Treasure Coast sponsored "COMMUNITY CALENDAR" is live! [Check here for events posted to date.](#) To have your event posted, email [info@afptreasurecoast.org](mailto:info@afptreasurecoast.org) with the details.

## **MEMBERSHIP UPDATE**

Check the [AFP Global website](#) for Members-Only Complimentary webinars in August and September.

Still having issues with the new platform, if you have questions regarding membership, please contact Karli Tiedemann ([ktiedemann@bgcmartin.org](mailto:ktiedemann@bgcmartin.org))

Questions regarding a donation to the Be The Cause Campaign, contact Michelle King ([mking@hcc4kids.org](mailto:mking@hcc4kids.org))

**DID YOU UPDATE WITH AFP GLOBAL?** AFP Global has migrated to a new membership database. This will require action on your part. Find out more here: <https://afpglobal.org/afps-new-membership-database-what-you-need-know>



You can always find current position openings on the AFP Treasure Coast Chapter website: <https://www.afptreasurecoast.org/careers>

## **2023 AFP Treasure Coast Board of Directors**

President: Michelle King, CFRE

President Elect: Abigail Flood  
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Co-Chairs: National Philanthropy Day  
Abigail Flood and Agnes Palmer, CFRE

### Association of Fundraising Professionals Treasure Coast Chapter

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**Our mission: To strengthen philanthropy in Martin, St. Lucie, and Okeechobee Counties by providing education, training and resources for professional development and ethical fundraising practices.**

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[Visit the AFP Treasure Coast website.](#)



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