

- ❖ February 16<sup>th</sup> Program
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*The Monthly Publication of the  
Development Executives Network  
February 2007*



# DEN update

## February 16th DEN Meeting

"Successful Grantwriting:  
Wise Words on Getting it Done and Getting it Funded!"  
with Joy Rubey

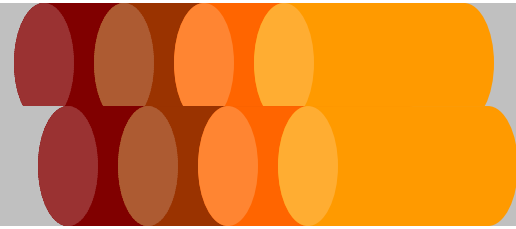
In today's environment of intense competition for grant monies, development professionals are often solely responsible for the lion's share of researching, qualifying, cultivating, soliciting and reporting to funders. With limited resources and increasing demand on our time, grant seeking can be a challenging and often frustrating endeavor. Joy will share various tips and techniques for organizing our proposal-writing efforts and strengthening our grant proposals.

Joy Rubey has a Master's degree in Public Administration, and has worked in nonprofit management and fund development for nearly 25 years as a volunteer, an administrator and a consultant specializing in grant proposal writing. She teaches several popular classes in proposal writing for the Community Foundation of Monterey County and in nonprofit management for CSUMB.

**Friday, February 16<sup>th</sup>, 2007**  
**12 Noon-1:30 PM**  
**Tarpy's Roadhouse**  
**Members \$20 Non-members \$25**

*Advance Reservations Required*  
Lauren@MYMuseum.org

# Sample elevator pitches...



## 2007 DEN Board of Directors

President  
Kathleen Adamson  
Gateway Center  
kadamson@gatewaycenter.org

VP Membership  
Anne Meyer  
Gateway Center  
ameyer@gatewaycenter.org

Program Chair  
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Creative Solutions! Consulting for Nonprofits  
ehparsons@sbcglobal.net

Program Committee  
Emily Hull-Parsons, Linda Lee, Shari Hasty  
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Treasurer  
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At Large member  
Sue DeWar

Philanthropy Day Co-Chair  
Shirley Coly  
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Shirley\_Coly@csumb.edu

Newsletter Editor/Public Relations  
Juliette Calandra Ferguson  
The Lyceum of Monterey County  
Juliette@LYCEUM.org

Reservations  
Lauren Cohen  
MY Museum  
Lauren@MYMuseum.org



Photo: Left to Right: Emily Hull-Parsons, Dan Haifley, and Kathleen Adamson

## O'Neill Sea Odyssey Dan Haifley

"Imagine a child who would never have been on the ocean. She sails on the water and learns hands-on science and math, and learns the value of protecting the ocean as though it was hers. Check out our program at [oneillseaodyssey.org](http://oneillseaodyssey.org). Can I have your card?"

## The Elevator Pitch..... (Client of Emily Hulls-Parsons)

"Imagine your first day as a new teacher facing 35 eager ten year old faces. By noon you find that half don't speak English; none read at grade level; and the books for your class won't arrive for 8 weeks. By 3 o'clock you're considering resigning. That's the reality for many new teachers. New Teacher Center improves new teacher success rates by providing an experienced teacher mentor for guidance and support during that critical first year. For the good of that teacher, *and the kids* ... go to [www.newteachercenter.org](http://www.newteachercenter.org) today and learn how you can help."

**SEND PHOTO'S OF MEMBERS,  
WORKSHOP INFORMATION,  
AND NEWSLETTER  
SUGGESTIONS TO  
Juliette Calandra Ferguson at  
[juliette@lyceum.org](mailto:juliette@lyceum.org) by the last  
Friday of the month.**

Just a reminder...

## Don't forget your Annual DEN Membership Dues!

*Your \$60 dues include free admission to our "Member Only" training workshop this year, as well as the following:*

- Monthly Networking lunches @ Tarpy's Roadhouse
- Monthly Newsletter (sent via email)
- Annual Membership Directory
- Discount rate on monthly program lunches
- One FREE ticket to our annual Holiday Luncheon @ Montrio's
- One FREE lunch meeting (\$25 value) when a new person joins the development staff of a local agency!

*In early February you will be receiving an invoice if you have not paid your dues.* We will also begin asking whether or not you are a current member at our monthly luncheons. Non-members will be required to pay an extra \$5 to attend beginning on Feb. 16, 2007. For questions, please contact Anne Meyer, VP Membership @ 831-372-8002 x12.

## Community Foundation for Monterey County - WORKSHOPS -



✓ Winter/Spring 2007 Schedule of Workshops now available!! –

- Find Funding Fast: Introduction to FC Search – February 13<sup>th</sup>
- Introduction to Grant Proposal Writing – March 14<sup>th</sup> – Gain the tools to create successful grant proposals. Great for beginning and intermediate grant seekers.

Pre-registration is required and we recommend registering at least two weeks prior to the event.

Community Foundation for Monterey County, 2354 Garden Road, Monterey, CA 93940. Tel 831- 375-9712, Fax 831-375-4731, [www.cfmco.org](http://www.cfmco.org)

# Did you renew your DEN Membership!

## Mission of the Development Executive's Network

- Offer quality useful programs
- Build a sense of community among local nonprofits
- Provide an opportunity to network with other's in the nonprofit community

*Great reasons to renew today!*

## Member Benefits

Membership includes FREE admission to 2 Members Only training opportunities!

**TWO Great Member's Only workshops this year**

- Monthly **networking** lunch programs with stimulating speakers!
- **Monthly newsletter** listing program information, job opportunities and useful resources
- **Annual Membership Directory** including contact information for local organizations
- **Discounts on monthly program lunches** for member organization's staff and volunteers
- One free ticket to the festive **Holiday Luncheon** in December and a chance to win great door prizes!
- **DEN's "Welcome Wagon"**- When a new person joins the development staff in an agency, we'll invite them to one free lunch meeting to learn about DEN.

## 2007 DEN Membership

Please return this form along with your \$60 membership dues to:

DEN 484 Washington Street, #199, Monterey Ca 93940

Agency name

Contact person/title

Address

Phone

fax

Email

website