

- ❖ March 16<sup>th</sup> Program
- ❖ Professional Resources

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# DEN update

**Friday, March 16th DEN Meeting  
12 Noon-1:30 PM  
Tarpy's Roadhouse  
Members \$20 Non-members \$25**

**Motivating Donors By Finding Their Vision**

Speaker: Barbara Larson, Chief Executive of Santa Clara Red Cross

Motivating donors by helping them find their vision has long been a passion for Barb Larson. Her insightful comments today will help all of us connect our donors to our mission, but more importantly enable us to make philanthropy more satisfying for them.

Barbara recently joined the Red Cross as the chief executive after several years as the Community Foundation for Silicon Valley's Director of Donor Services. Barb is expert at working with individual donors and families to realize their philanthropic goals. Barb also helped establish the Silicon Valley Social Venture Fund (SV2), a group of young, dynamic Silicon Valley donors interested in venture philanthropy.

***Advance Reservations Required***

[Lauren@MYMuseum.org](mailto:Lauren@MYMuseum.org)

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## Community Foundation for Monterey County WORKSHOPS



✓ **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.

✓ **Program Evaluation for Nonprofits – March 20<sup>th</sup> in Salinas** – Explore how to develop and identify program outcomes, indicators, and program impact on community improvement goals.

✓ **Leadership & Governance – March 27<sup>th</sup>** – Learn leadership tools and new ways to work with boards that will spell success in the 21<sup>st</sup> century – now! Presented by Jan Masaoka, Nonprofit executive of the year (2002).

✓ **Nonprofit Dashboards: Powerful Information – March 28<sup>th</sup>** – Communicate successes and warn of possible dangers with this simple, easily understood and powerful management tool.

✓ **eBay as a Fundraising Tool Webinar course begins March 1<sup>st</sup>** – Presented by the California Association of Nonprofits. For more information: <http://www.canonprofits.org/>

✓ **Sun Street Centers' CEU Seminar – March 2<sup>nd</sup>**

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)

**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.**

## **EXCLUSIVE HALF DAY WORKSHOP**

### **For DEN MEMBERS**

#### ***Planning and Implementing Your Major Gifts Campaign*** presented by Suzanne Irwin-Wells

**Free Registration for DEN Members!!!!** (Dues must be paid)

We've all heard the stories or read them. Someone makes a once-in-a-lifetime, mega-contribution to a major University or medical center. And, we're left to wonder "How did that happen?" It's rare that a gift of six, seven or more figures just waltzes in "over the transom" as any development director will tell you. Besides, how many nonprofit organizations these days are housed in buildings that even HAVE transoms.

The likelihood that your organization – or mine, for that matter – will be the beneficiary of unanticipated largesse grows smaller and smaller with each passing generation. The days of the switchboard operator who worked quietly at her trade for 40 years and retired with a nest egg the size of the national debt of Argentina and no heirs is coming to an end. In this day and age of electronic availability of personal data you don't even want to think exists (especially if it's data about YOU), the possibility of a major gift-giver being "out there" and unknown to your organization seems almost impossible.

The workshop is ideal for emerging nonprofits that wish to develop a major gifts program that works the first time out. It's also a marvelous "refresher" on major gifts for more seasoned development officers. And, it's a terrific training opportunity for Board members and volunteers who will work together to make your nonprofit's major gifts program a rip-roaring success.

Suzanne Irwin-Wells is author of the book "Planning and Implementing Your Major Gifts Campaign."

Date: TBD – MOST LIKELY FRIDAY, MAY 11<sup>TH</sup>.

### **AFP MENTOR PROGRAM**

"Teachers open the door. You enter by yourself." This Chinese proverb could just as easily apply to AFP mentoring. **Do you have less than three years of fundraising experience?** Do questions frequently pop into your head such as "How can I control the cost on this piece of direct mail?" or "Is this Board member getting out of line?" Would you love to have someone to talk to, who's already been there and learned the ropes? Then you're a perfect Mentee if you belong to DEN or AFP, or want to join.

**Are you an "old salt"...an AFP member with 5 or more years of fundraising experience?** Can you spare a little time every month just to brainstorm with a new colleague on the phone, email or over coffee? It's win-win for both parties. Bet you've been mentored yourself by someone along the line, right? To get more information or application forms, contact Margie McCurry, CFRE at [mfmcurry@ccvna.com](mailto:mfmcurry@ccvna.com) or 648-3710.

Forms are due by April 30.