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*The Monthly Publication of the
Development Executives Network
MAY 2007*

DEN update

FREE TRAINING FOR MEMBERS

Up Close and Personal With Major Donors Featuring Suzanne Irwin-Wells

*Author of the Fund Raising School's Excellence in Fund Raising Series
"Planning and Implementing Your major Gifts Campaign"*

FRIDAY, MAY 11 2007

8:30 -2:30

The Elks Club in Monterey
Lunch included

Sponsored by the Development Executives Network

*Renew your 2007 DEN membership for \$60 and claim your free seat at the training
Members bring a Board Member for only \$30 more!*

*Not a DEN member? Join for 2007 for \$60 and come to the training for free!
membership form available at*

www.developmentexecutivesnetwork.org

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.

SEE AGENDA –NEXT PAGE

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

Space is limited...reserve today @
lauren@mymuseum.org

Up Close and Personal With Major Donors

Featuring Suzanne Irwin-Wells

AGENDA

This hands-on practical workshop is based on Suzanne's excellent workbook
"Planning and Implementing Your Major Gifts Campaign"

published by the Fund Raising School. You can check it out on Amazon.com

The day's agenda will include:

- Why major gifts?
- Developing your Case
- Goal setting and the gift chart
- The Process: Prospecting, qualifying and rating, cultivating, soliciting, stewardship
- Finding prospects and narrowing the field
- Cultivation
- Getting Ready for Solicitation
- Overcoming the Most Common Institutional Obstacles
- Planning for the appointment
- Stewardship
- Volunteer Recruitment, Coordination and Training

This is an excellent local workshop to bring a Board member so we are offering a special price of \$30 that will cover the cost of their lunch!



2007 DEN Board of Directors

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kadamson@gatewaycenter.org

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The Lyceum of Monterey County

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Reservations

Lauren Cohen

MY Museum

Lauren@MYMuseum.org

Asking for a Major Gift

What motivates people to give?

After putting ourselves in the donors' shoes, we will explore where we find our best prospects and how to prepare them for a successful solicitation. Good cultivation and education about your organization are critical and participants will learn creative ways this can be done and how to prepare for and effectively strategize a solicitation meeting. Often getting the solicitation appointment is more difficult than making the ask. We've heard a lot of excuses, so we'll share some good responses with you. And we'll provide step-by-step tips for a good meeting.

Sharon Svensson, CFRE, President of Essex & Drake Fund Raising Counsel, has 20+ years of fundraising experience in the greater Bay Area where she has served a variety of nonprofit organizations. She was selected as "Outstanding professional Fundraiser" by AFP Silicon Valley in 2004.

Bev Lenihan, CFRE, Senior Consultant to Essex & Drake, has tremendous experience in both the for-profit and not-for-profit arenas, combining her marketing and fundraising skills for success. "For me, it's all about the people," she says. "When the messages and services are on track, it's a win-win."

Date and Time: May 7, 2007, 1:00 - 3:00 PM

Location: Community Foundation for Monterey County, 2354 Garden Road, Monterey.

Fee: Free to AFP Members, \$25.00 for non-members

For more information or to register, Contact Brenda Whitsett at 831-320-4471, or email whitgroup@razzolink.com

SEND PHOTO'S, WORKSHOP
INFORMATION, JOB
OPPORTUNITIES and SUGGESTIONS
to:

Juliette Calandra Ferguson
at

juliette@lyceum.org

by the last Friday of the month.

JOB OPENINGS...



Director of Institutional Advancement Chartwell School Seaside (Monterey County)

Chartwell School educates children with language-related visual and auditory learning challenges, providing them with the learning skills and self-esteem necessary to return successfully to mainstream education. Chartwell also provides leading-edge education, research and community outreach on education of learning challenged students.

Chartwell's new "green" campus makes it the top rated school in California for energy efficiency.

Reporting to the ED, the Director of Institutional Advancement is a senior level administrator who oversees all institutional advancement functions of the School, manages and supervises the institutional advancement office staff, coordinates all giving programs and grants. For more information, visit <http://www.pamelacook.com>

TO APPLY: Send resume/cover letter to chma@pamelacook.com.

FUNDRAISING PROFESSIONAL at MONTEREY PENINSULA COLLEGE FOUNDATION

The Monterey Peninsula College Foundation HAS AN IMMEDIATE OPENING FOR AN EXPERIENCED FUNDRAISING PROFESSIONAL.

*The Director of Development will be responsible for donor cultivation and management; planning and directing the annual gift program; and researching and writing grants in support of the MPC Foundation. He/She will ensure the maintenance of the donor database. BA and 5 years experience;. \$50,000 - \$60,000 annual salary. **Send applications to mgustafson@mpc.edu or Marilyn Gustafson, MPC Foundation, PO Box 203, Monterey, CA 93942***

**LYCEUM OF MONTEREY COUNTY
ENRICHMENT PROGRAM COORDINATOR
\$29,250 to \$30,100 per year, (Full-time, Exempt)**

The Lyceum is growing and we have a new position opening in AUGUST 2007

We are seeking a hands-on, enthusiastic individual with computer savvy and excellent multi-tasking skills to fill the position of Program Specialist. The preferred candidate will have solid organizational and customer-service skills, will have experience within the K-12 educational field, and will be proficient with MS Word, Excel and Access with the ability to learn new computer programs quickly. **Our selected candidate will focus jointly on our growing contract programs and on our annual academic events.**

The Program Specialist is responsible for handling the administrative end of our school contract programs in science, art, and music. This requires a highly detailed individual who is an expert at follow-up via phone, email, and mail. S/he will preferably have 2+ years of experience working with contracts or similar detail-oriented work. In addition, the candidate will have strong event planning skills and will coordinate three major academic events. Our three county-wide academic events include: Spelling Bee for 4th/5th Grades; History Day for 4th-12th grades; and Mock Trial for 9th-12th grades. S/he will also work with instructors, parents, and school leaders to coordinate our Music Concerts, Chamber of Commerce Events, fundraisers, community event booths, and similar public events on a shoe-string budget.

Other key responsibilities include: working with our Homework Lab coordinators, handling all incoming registrations, and managing our Music Program held at seven schools throughout Monterey County. The preferred candidate will assist Executive Director with a variety of tasks and work closely with our Educational Program Coordinator on Fall, Spring, and Summer registration processes and procedures. Candidate must have very strong customer service skills, be extremely comfortable answering multiple lines on the phone, and be a strong match to our Lyceum mission.

Our Program Coordinator will be cross-trained and have the opportunity to train for a future role as Executive Director. This is a very exciting, challenging, and meaningful opportunity for the right person. Our office currently has two staff members and 60 part-time instructors teaching K12 Lyceum programs on and off campus.

We are seeking someone with a positive can-do attitude who is interested in growing with our organization!

Job Requirements/Experience Needed:

Required Skills: -

- Bachelor's Degree in Business, Human Services, Communications, or similar (or 4 years of experience as a project coordinator, administrative assistant, program specialist or similar)
- Customer-service Oriented
- 2+ years of experience coordinating major events
- The ability to shine in an extremely fast-paced environment
- The ability to work with the systems we have (shoe-string budget)
- Advanced proficiency with MS Word
- Advanced proficiency with MS Excel
- Intermediate/Advanced proficiency with Microsoft Access
- The ability to answer multiple lines and greet parent, student, grantor, board member visitors with a smile during very busy moments
- The ability to maintain confidentiality

Preferred Skills:

- Bilingual - English/Spanish

TO APPLY: Email resume to: JULIETTE@LYCEUM.ORG

We apologize in advance for only being able to reply to/call individuals to set up a phone screen and/or interview. If you do not receive a call from us, thank you very much for applying. **Website: <http://www.lyceum.org>**

ABOUT US: The Lyceum's mission is to inspire a life-long love of learning. We accomplish this by offering enrichment classes that aim to stimulate individual creativity, intellectual promise and academic motivation in children. We have classes for the general public and also hold contract classes at schools throughout Monterey County.

The Lyceum of Monterey County has been in business for over 45 years. We are a small educational non-profit partnering with schools, grantors, donors, parents and students on a daily basis. Our office is casual and fun. Our Executive Director is fast-paced and seeks a like-minded assistant. We are located in a quaint house in Monterey near Lake El Estero - very casual and fun environment with a friendly staff!

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