

- ❖ October DEN Program 1
- ❖ Professional Development 2-4

DEN update

JOIN DEN BOARD IN 2008!

- VP of Membership
- Public Relations Specialist
- Newsletter Editor

Email your contact information to: kadamson@gatewaycenter.org



Photo: Shirley Coly
Philanthropy Day Co-Chair

DEVELOPMENT EXECUTIVE NETWORK LUNCH SEMINAR

Friday, October 19th, 2007
12 Noon – 1:30 PM
At Tarp's Roadhouse on Hwy 68

Is Your Web Site Doing It's Job? ...and what is it's job anyway?

Most organizations today have a website, but is it really doing the best job that it could for you? Today we will have Clarence Low, President of Byte Technology, review several nonprofit sites and give specific feedback on what works...and what doesn't. How can you get more hits, more attention and most importantly turn that into more support for your organization.

His presentation will discuss how websites can be improved, advice for improving your search engine work, and important factors in marketing your website.

Clarence has been involved in the high-tech arena through many different roles, including several SF Bay Area dot-coms and as a Director of Business Development for a Colorado hardware provider. His efforts center on understanding the deeper needs of the client and communicating viable solutions that deliver positive results. He has worked with many high-profile clients and facilitates the development process of select Byte Technology projects.

**RSVP by September 19th to Lauren Cohen at
Lauren@MyMuseum.org**

National Philanthropy Day

Spanish Bay
Nov. 15th, 2007

See details below....

SAVE THE DATE....

HOLIDAY DEN MEETING

December 14th Lunch
Celebration/Meeting
at Montrio in Monterey

Free for DEN Members!

*Members may bring one
guest each for \$20.*

RAFFLE PRIZES!

*Details will be available in our
November Newsletter.*



2007 DEN Board of Directors

President

Kathleen Adamson

Gateway Center

kadamson@gatewaycenter.org

Program Chair

Emily Hull-Parsons

Creative Solutions! Consulting for
Nonprofits

ehparsons@sbcglobal.net

Program Committee

**Emily Hull-Parsons, Linda Lee,
Shari Hasty**

ehparsons@sbcglobal.net

Shari: respect@cpy.org

Treasurer

Cathy Lindstrom

Foundation for Monterey County Free
Libraries

fmcfl@mbay.net

At Large member

Sue DeWar

Philanthropy Day Co-Chair

Shirley Coly

California State University – Monterey
Bay

Shirley_Coly@csumb.edu

Newsletter Editor/P.R.

Juliette Calandra Ferguson

The Lyceum of Monterey County

Juliette@LYCEUM.org

Reservations

Lauren Cohen

MY Museum

Lauren@MYMuseum.org

Community Foundation for Monterey County Management Assistance Program Fall 2007 Workshops

**October 11 – Celebrating Integrity: Nonprofits and
the Public Trust**

October 23 – Grants for Nonprofits, in Spanish

A full-day program in Spanish, including workshops on
grant source research and grant proposal writing, as well
as presentations by local grant makers

www.cfmco.org

DEVELOPMENT DIRECTOR HOSPICE FOUNDATION

Join Hospice Foundation in its second decade as it inaugurates a
new strategic plan to raise an increased level of funds for hospice
and end of life service provider grants, and to launch new end of
life community education and advocacy programs.

Requirements: minimum of 5 years successful non-profit
development experience, or related for-profit marketing and sales
experience; excellent written and interpersonal communication
skills; participate as a team member with co-workers and
volunteers; at ease with a high touch personal approach to
development; belief in the Hospice Foundation Mission. More info
at <http://www.hffcc.org>

Please send cover letter, resume and salary requirements in
confidence by October 15th to: ***Alice Kinsler, Hospice
Foundation, PO Box 1798, Monterey, CA 93942 or via e-
mail to akinsler@hffcc.org***

BECOME A DEN BOARD MEMBER IN 2008!

If you are interested in serving on the DEN BOARD or as a committee member next year, please email: kadamson@gatewaycenter.org. DEN is only as good as its members!

Please contact us to express interest in ANY one of DEN's Board Positions – Listed in this newsletter on the side. We currently do not have anyone on the Slate for the following roles. In addition, the Program Committee is seeking one or two more members next year!

- **VP Membership**—Responsible for maintaining the member database (EXCEL), for recruiting and retaining members with an annual membership mailing in Jan/Feb., for insuring accuracy of the membership roster.
- **Newsletter Editor/Public Relations**—Responsible for publicizing monthly meetings in the local media, and for producing the monthly DEN newsletter (sent electronically to the membership)

If you have any questions, please contact Kathleen Adamson, DEN President at 372-8002, Ext. 17. Please let her know your contact information, and the position you are interested in. kadamson@gatewaycenter.org.

C.F.O.

Girl Scouts of California's Central Coast (GSCCC)

Position Summary: The Chief Financial Officer (CFO) is responsible for directing the fiscal function of the council in accordance with generally accepted accounting and financial principles and regulations.

- develop the council's budget; administers and monitors operating plans and budgets; maintains control of the council's finances; manages the accounts and all financial records; prepares and issues financial statements and reports; and, oversees the payroll and benefits functions.
- The CFO contributes to the overall financial policy development of the council.
- ensures that all facility maintenance, leases, business equipment contracts
- oversees all information technology needs, supported by outside contract services.
- As a key member of the council Senior Management Team, the CFO participates in the process of setting the organization's strategic direction and short and long-term plans, and in translating the vision and corporate goals set by the council's Board of Directors into effective operational strategies and actions.

If you are interested in applying for this position, please send your **resume** and **cover letter**, including salary expectations, to Sheila@DominguezandAssociates.com AND dryder@gsomb.org.

HOW DO I GET A TICKET FOR PHILANTHROPY DAY 2007?

Philanthropy Day 2007 will be held on Thursday, **November 15, 2007**, at the Inn at Spanish Bay, Pebble Beach. **Tickets are \$55/person or \$550 for a table of 10.** Due to the popularity of this event, the National Philanthropy Day (NPD) Committee follows a reservations system designed to accommodate the most organizations. These procedures, detailed below, will be followed again this year.

TABLE SEATING:

- The Ballroom at Spanish Bay accommodates 40 tables.
- Only 20 of the tables will be available for purchase as a "full table" (all 10 spots for \$550) by an organization.
- Only organizations that belong to either AFP or DEN are eligible to purchase a full table.
- An organization will be allowed only one full table.
- Full table purchases will be on a first-come, first-serve basis.
- After the 20 tables are subscribed, the maximum number of tickets for any organization is six.

RESERVATIONS:

- The earliest date to purchase tickets is **Wednesday, October 10, 2007** (postmark or hand delivery accepted).
- Reservations postmarked or delivered before this date will be held and processed **after** those postmarked or received on October 10, 2007.
- Priority will be given to AFP and DEN member organizations on each day the reservations are compiled.
- Tickets will be issued **only** upon receipt of a check for the entire amount.
- There will be **NO** reservations without an accompanying check or cash for the full amount.

Reservations can be made by mail or in person to:

Carol Long, The DMC Companies, 824 Munras Avenue, Suite C, Monterey, CA 93940

- Invitations are scheduled to be mailed on **Monday, October 1, 2007**.
- We cannot guarantee your receipt of the invitation.
- A reservation form will be included in the October newsletters for AFP and DEN. The form is also available at www.developmentexecutivesnetwork.org

Failure to receive a mailed invitation will not be an excuse for late registration.

Carmel Foundation Administrative Assistant

We are seeking a part-time person to support the Trevvett Court Capital Campaign to rebuild one of our low-income senior apartments. Duties include setting up meetings and events; conducting donor research, using Raiser's Edge to manage volunteer assignments, track deadlines and produce reports; preparing volunteer reports and packets; producing gift acknowledgements and pledge reminders; assisting in production of campaign materials.

Qualifications include: Superior organization with attention to detail; self-starter with ability to work independently; team player and positive attitude; strong communication skills; relevant computer knowledge and ability: Microsoft Word, Outlook, Excel and Raiser's Edge (preferred); and ability to maintain work flow and deadlines. Pay range depends on experience.

To apply please send resume and cover letter to: Linda Lee, Director of Development, at lindal@carmelfoundation.org

The Nonprofit Alliance of Monterey County

THURSDAY, OCTOBER 11, 2007
7:45 AM - 1:30 PM

Celebrate Integrity! Nonprofits & the Public Trust

Keynote Speakers:

Florence Green, Executive Director, CAN
Fred Keeley, Treasurer, Santa Cruz County

Workshop Topics Include:

Organizational Ethics, Program & Staffing, Financial Practices, & Fundraising, Reporting & the Public Trust

First Presbyterian Church, 930 Padre Dr., Salinas, CA. Register at www.cfmco.org (Courtesy of Community Foundation for Monterey County www.alliancemonterey.org)

Chartwell Schools Communications and Marketing Coordinator

We are looking for an organized, team-oriented Coordinator of Communications & Marketing to join the Institutional Advancement team. The Coordinator of Communications & Marketing is instrumental in developing and advancing Chartwell School's fundraising and friend-raising in support of the school's mission through coordinated communication and marketing. This includes the annual campaign, capital campaign, planned giving, special events, public relations and other communications and activities. The Coordinator of Communications & Marketing is expected to build and maintain relationships with members of the Chartwell community including staff, alumni, parents, past parents, grandparents, volunteers, and friends as well as various segments of the wider community, including foundations, professional organization, schools, prominent individuals and others. **Salary Range:** \$36,000 – 42,000 annually. Please contact kelseye@tpohr.com to obtain job requirements and benefit details. EOE.

Please send JPG Photo's to Den Newsletter Editor by
October 30th to Juliette Calandra Ferguson,
The Lyceum of Monterey County, juliette@lyceum.org