

Marketing Your Nonprofit Locally

how to work with the media and get
publicity for your organization

Representatives from radio, television, and print media will provide tips, tricks and recommendation dos and don'ts for receiving publicity for your event or organization. Topics include what types of stories are covered in regards to nonprofits, how best to work with the paper and submit a press release, advertising for nonprofits and sponsorships of events.

Join panelists Theresa Wright, Public Affairs Manager with KSBW TV, Sean Stade, General Sales Manager, General Sales Manager, KWAV, and Joan Weiner, News and Public Information Officer, CSUMB. Bring your questions!

Friday June 20, 2008
12:00 pm

Tarpy's Roadhouse Restaurant

\$20 Members/\$30 Non-Members
Space is limited!

RSVP by June 18 to Lauren Cohen at
Lauren@MyMuseum.org
(831) 649-6444

Please arrive by noon to ensure that we can serve lunch and start our presentation on schedule. If you RSVP for lunch and do not cancel before Wednesday, June 18, you will be responsible for the lunch fee.

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The mission of the
Development Executives Network
is to provide useful, high quality
programs and training, build a
sense of community among local
nonprofits, and provide members
and guests with the opportunity to
network with each other.

**Celebrating 25 years of support
for local nonprofits**



www.developmentexecutivesnetwork.org

Same wonderful event with some great new improvements this year!

NATIONAL PHILANTHROPY DAY

November 13, 2008
The Inn at Spanish Bay

**Check out the newly redesigned
National Philanthropy Day-Central Coast website.**

www.centralcoastnpd.org

This will be your one stop resource for all information on Central Coast National Philanthropy Day. You will find information on history, sponsorship, and award nominations. We hope this will make the information far more accessible to all in the community. Launch of the website was made possible through a generous contribution from the Monterey Peninsula Foundation.

AWARD NOMINATIONS

A major change this year is that the nomination forms will not be mailed; they will be available online and can be submitted online. There will be the option to fax the nomination form as well. We hope this will make the process run more smoothly for all involved. Detailed criteria are provided to guide the narrative description about your nominee. On the website you will find the criteria for each award and the form you can use for your nomination. Please complete an application form for each category for which you are submitting a nominee along with your narrative description.

DUE DATE: June 25

AWARD CATEGORIES

- Philanthropist of the Year
- Philanthropic Corporation
- Philanthropic Service Organization
- Philanthropic Foundation
- Philanthropic Youth
- Philanthropic Young Adult – This is a new category this year honoring individuals in the 19-23 year old category who have made a major contribution to philanthropy in our community.

Please take time to nominate those that make our work possible for these honors!

DEN UPDATE ♦ JUNE 2008

PROFESSIONAL DEVELOPMENT...

www.developmentexecutivesnetwork.org

Community Foundation for Monterey County Management Assistance Program and Co-Sponsored Events

June 25 Basics of Board Leadership

Discover the key roles, responsibilities and excitement of nonprofit board membership. Participants interested in volunteering for a local nonprofit board can receive help finding an organization that matches their interests and skills through LeaderLink.

June 9 Creating Unique & Highly Profitable Events

Build energetic, creative, and financially successful events based on sound principles of communication and marketing. Design and refine events while adapting to shifts in the donor population and market conditions. This workshop is an Association of Fundraising Professionals and Community Foundation for Monterey County co-sponsored event. Contact Brenda Whitsett at whitgroup@razzolink.com

June 19 James Irvine Foundation and Foundation Center Arts Resources Day

At 10:00 am learn how to participate in the California Cultural Data Project (CDP), enter your organization's information and use its powerful reporting tools. At 1:00 the first of a two part workshop will teach the basics of writing a proposal, including how to package the proposal, avoid common mistakes and make a compelling request for support. In the second half, staff from the James Irvine Foundation will introduce the guidelines and application process for the new Creative Connections Fund, supporting artistic creativity and cultural participation projects of small to mid-sized nonprofit organizations. Held at the Steinbeck Center in Salinas. Co-sponsored by The Foundation Center, The James Irvine Foundation, and the Community Foundation for Monterey County. Register at foundationcenter.org/sanfrancisco/pwb_jamesirvine.

July 9 Meet the Boards

This workshop is the culmination of the LeaderLink workshop series and is held exclusively for participants of "Building Your Board, Building Success" and "Basics of Board Leadership." Explore nonprofit board topics more in-depth and meet representatives of nonprofit organizations seeking to expand their boards.

July 25 & July 26 Raising Change: A Social Justice Fundraising Conference

This is the only national conference in the country bringing social justice organizations together to discuss fundraising and how to resource social justice movements. This two-day workshop will take place in San Francisco. For more information or registration visit www.grassrootsfundraising.org/raising_change/

August 4 - August 8 Representing Non-profit Organizations

Learn about the roles and responsibilities of attorneys, senior management, and members of boards of directors who are involved in the representation, management, and oversight of nonprofit organizations. This workshop is a Monterey College of Law/CFMC co-sponsored event. For more information call (831) 482-5000 or visit www.montereylaw.edu for registration.

JOB ANNOUNCEMENTS...

www.developmentexecutivesnetwork.org

DEVELOPMENT ASSISTANT/ GRANT WRITER

Monterey Museum of Art

The Monterey Museum of Art seeks an energetic and creative person to join the Development Department. Working with the Director of Development, the Development Assistant/Grant Writer is responsible for foundation and corporate grant research, writing, and reporting of grants. As part of the Development and Membership team, this individual is involved in events, annual fund and other fundraising activities. The professional environment of the Museum is fast paced and rewarding.

The successful candidate will possess a college degree, plus 1-3 years experience in a similar position. This is a full-time position with a benefits package. Strong written and communication skills required.

Please submit resume and cover letter, in confidence, to

Robin Venuti, Director of Development
Monterey Museum of Art
559 Pacific Street
Monterey, CA 94940

or rvenuti@montereyart.org

831-372-5477

The Monterey Museum of Art is an Equal Opportunity Employer.

www.montereyart.org

DEVELOPMENT ADMIN/COORDINATOR SUICIDE PREVENTION SERVICE OF THE CENTRAL COAST

Under supervision of the Program Director, the Development Coordinator is responsible for the following duties: Preparing and tracking funding reports, requests and grant applications in collaboration with the Program Director, Recording program activities through Excel spreadsheet and Works database programs, Preparing monthly, quarterly, bi-annual, and annual statistical and narrative reports for submission to funding sources and for program use, Preparing acknowledgments for grants and donations received, Producing and updating program materials, Ability to respond empathetically to people who may be in crisis offering support & referral, Preparing promotional materials and sponsorship requests for the fundraising walk in collaboration with the Executive Director, Coordinating various aspects of annual fundraising walk, Providing administrative assistance to staff co-workers, Assist Director of Crisis services in interviewing potential volunteers, Providing emotional support and administrative assistance to volunteers as needed.

Minimum Qualifications: Excellent written, communication, and organizational skills, An interest in non-profit work and specifically crisis intervention and support, Ability to work independently, Excellent interpersonal skills and team participation, Excellent computer skills (experience with Word, Works, Excel, and Publisher preferred). Minimum combination of two years of academic, and minimum of two years experience in an office environment, preferably non-profit. Bilingual Spanish/English preferred

Apply to
SUICIDE PREVENTION SERVICE OF THE CENTRAL
COAST
P.O. Box 1222, Santa Cruz, CA 95061
(831) 459-9373 ext 2

Family Service Agency of the Central Coast is an equal opportunity employer

JOB ANNOUNCEMENTS...

www.developmentexecutivesnetwork.org

PROGRAM COORDINATOR **Meals on Wheels of the Salinas Valley**

Meals on Wheels is seeking applicants to fill our Salinas Program Coordinator position. The Salinas Program Coordinator is responsible for delivery of meals to clients in the greater Salinas area and supervises activities of delivery volunteers. This is a part-time position, 20 hours per week, mornings, Monday through Friday, based in Salinas. The Program Coordinator reports to the Program Manager.

Qualifications: Must possess demonstrated ability and experience working with volunteers. Ability to communicate effectively verbally and in writing; and work on own initiative. Professional appearance and demeanor. Ability and desire to work and communicate with all groups within a multi-cultural community. Genuine interest in, understanding of and concern for the disabled and elderly. A.A. degree and/or qualifying experience in health or human service delivery. Training in food service is desirable. Proficiency using a PC and Microsoft Windows XP, including Word and Access. Possession of a reliable vehicle, a valid California driver's license and automobile insurance. Ability to understand and speak Spanish highly desirable.

Salary: \$15,048 annually, plus benefits

Please mail resume and application letter to
Executive Director
Meals on Wheels of the Salinas Valley, Inc.
40 Clark Street, Suite C
Salinas, CA 93901

For more information about Meals on Wheels of the Salinas Valley and our services, see www.mealsonwheelsofsalinas.org.

DEVELOPMENT OPERATIONS **MANAGER** **Santa Catalina School**

Santa Catalina School seeks a professional and motivated individual to manage processes and procedures within the Development Office regarding the recording, acknowledgment, and reporting of monetary donations to the School, prospect research, and the day-to-day operations of the office. The Development Operations Manager's responsibilities will focus on the recording and extraction of information from the department's relational database, Raiser's Edge. Reporting to the Director of Development, this position will support and be an important part of a small and collegial team responsible for the School's fundraising activities. Specific duties will include: Recording and receipting of donations, Production of acknowledgment letters, Prospect research, Creation of deposit reports, Creation of financial summary reports, Maintenance of the expense bookkeeping for the Development Office budget, Oversight of office inventory and materials, Event and volunteer support as needed.

The ideal candidate should have experience working with a database and a high degree of computer literacy that includes a strong knowledge of Word and Excel. The individual must be able to work as part of a team, possess strong written and verbal skills, and a proven track record of attention to detail and accuracy. Experience with Raiser's Edge and a four-year college degree are highly desirable.

Send letter of interest and resume to

John Aime, Assistant Head of School
Santa Catalina School
1500 Mark Thomas Drive
Monterey, CA 93940

Santa Catalina School is an equal opportunity employer and does not discriminate on the basis of race, color, disability, and national and ethnic origin in administration of its educational policies, admission policies, or other school-administered programs.

Reminder...
NEXT DEN LUNCHEON
AUGUST 15, 2008
(no meeting for July)

WATCH FOR...

the big double-postcard
about the AFP
Academy of Fundraising!

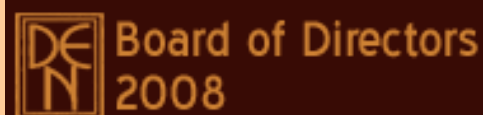
It's going in the mail to you on June 17 and has your registration card to attend the full day of fundraising knowledge and vendors at Monterey Elks Lodge on August 8. In addition to three top speakers, you'll have a chance to talk with our sponsors and vendors which, at this early date, include two fundraising consulting firms, Millennium Advantage and Skystone-Ryan, as well as Martella Printing and Coastal Mailing Inc. Cost for the full day, including breakfast and lunch. For more information, contact Margie McCurry at McCurryGroup@comcast.net

\$65 before July 25
space is limited,
so get your reservations in early!

**SEND PHOTOS, WORKSHOP
INFORMATION, JOB OPPORTUNITIES
and SUGGESTIONS TO:**

Shirley.coly@miis.edu

**to get into
the next *DEN UPDATE!***



**President
Shirley Coly**

Monterey Institute of International Studies
Shirley.coly@miis.edu

**VP of Membership
Michelle Noseworthy**

Monterey Bay Blues Festival
Rancho Cielo
mnoseworthy@ranchocieloyouthcampus.org

**Treasurer
Cathy Lindstrom**

Foundation for Monterey County Free Libraries
fmcfl@mbay.net

**Program Chair
Jennifer Martinez**

CSUMB
jennifer_martinez@csumb.edu

Program Committee

Emily Hull-Parsons
Creative Solutions
ehparsons@sbcglobal.net

Linda Lee
Carmel Foundation
lindal@carmelfoundation.org

**Reservations
Lauren Cohen**
MY Museum
Lauren@MYMuseum.org

**Newsletter Editor/PR
Vacant**

**Philanthropy Day Co-Chair
Michelle Lange**
Monterey Symphony
mlange@montereysymphony.org

**At Large Member
Sue Dewar**
sumacdewar@aol.com

**Past President
Kathleen Adamson**
Gateway
kadamson@gatewaycenter.org



JOIN OR RENEW YOUR DEN MEMBERSHIP TODAY!

The mission of the Development Executives Network is to provide useful, high quality programs and training, build a sense of community among local nonprofits, and provide members and guests with the opportunity to network with each other.

www.developmentexecutivesnetwork.org

DEN Member Benefits

- Monthly **networking lunch programs** with stimulating speakers—discounted for member organization's staff and volunteers
- One FREE admission to the **DEN *Members Only* Workshop** May 9, 2008
- **Monthly Newsletter** listing program information, job opportunities and useful resources
- **Annual Membership Directory** including contact information for local organizations
- 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 a member agency, we'll invite them to one free lunch meeting to learn about DEN

2008 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 _____

Membership dues are for the calendar year and are not prorated. Membership benefits are extended to all staff, volunteers, and board members for a participating organization EXCEPT for the Members Only Workshop and Holiday Luncheon, which are limited to one person per organization.