

The monthly
publication of the
Development
Executives
Network

DEN Update



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Shirley Coly

Monterey Institute of International
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Shirley.coly@miis.edu

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michelle-no@att.net

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CSUMB
jennifer_martinez@csumb.edu

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Lauren@MYMuseum.org

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SPCA for Monterey County
sdubuc@spcamc.org

Philanthropy Day Co-Chair

Michelle Lange

Monterey Symphony
mlange@monterey_symphony.org

Advisors

Sue Dewar

sumacdewar@aol.com

Emily Hull-Parsons

Creative Solutions
ehparsons@sbcglobal.net

Strategic Planning to Maximize Fundraising Results

A not-to-miss Telephone Conference from last year's amazing DEN training speaker Tom Suddes!

Call in from your office and include key staff and Board Members

Learn how to use your strategic plan as a tool for fundraising success

When: Friday: July 24, 2009

Time: 12 noon

Free to DEN members

*Detail on call-in information will be provided in Evite.

About Tom:

Tom Suddes founded The Suddes Group in 1983 after serving as Director of Development at University of Notre Dame and after founding 11 companies in various sectors. In 25+ years The Suddes Group has raised over \$1Billion for organizations around the world, run more than 400 successful fundraising campaigns and transformed more than 5000 organizations through [Funding Boot Camps](#). Clients range from colleges and universities to start-ups to Ashoka Fellows.

He began his career in the Development Office at the University of Notre Dame in 1973. He eventually became the Director of Development and headed the Campaign for Notre Dame, which raised \$180 Million (\$50 Million over the \$130 Million Goal).

In 1983, he founded The Suddes Group, which managed over 300 campaigns, raised over \$1 Billion, and helped generate 3 million new jobs in their work with 125 economic development organizations around the country.



Mission

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.

Raising Charitable Kids... Creating a Family Tradition of Giving

By Emily Hull-Parsons

Creative Solutions! Consultant to Nonprofits and Foundations

I suspect that if you are reading this, and are involved in development, you share my interest in raising charitable children. I thought summer would be a great time to suggest some ideas for raising charitable children. Often we think of this at the holidays, but perhaps this summer, you know some kids that could become involved as volunteers or donors!

Below are some ideas to share with parents you know on easy ways to encourage kids to enjoy giving to others.

1. Start them young.

Kids as young as three or four understand giving and caring. They often comfort each other and usually have enough verbal skills to discuss what they like, what they care about, and how they want to help others.

2. Help your child decide where to donate.

Ask your child, "What did you enjoy doing this past year?" Or, "What makes you happy?" Any answer can be made relevant to giving. For instance, if the child says, "I like to watch TV," you can talk about programs such as Sesame Street and how they rely on donations from people like your family.

3. When a charity has been chosen, make a personal visit to it.

Yes, the Internet has all kinds of opportunities but a young child will benefit from going to the charity itself. Call the charity and tell them what you would like to do. They will, in all likelihood, be delighted to help make the occasion of your child's gift, however small, a memorable event.

4. Start with small donations.

A child is more likely to understand a few dollars better than \$100. You might start with a token amount of \$20 or less and then increase it over the years. One good idea for a birthday is to pick a percentage of the cost of the party to donate to the child's favorite charity. For instance, if you spent \$50 on the cake and favors, you could donate half of that, or \$25, to charity.

5. Think outside the money box.

Checks and even cash are fairly abstract, especially for a small child. Perhaps food donated to a shelter at the holidays would be appropriate...either canned goods or a bunch of sandwiches the child can help make.

6. Increase involvement as the child grows older.

For a small child, visiting the charity and giving money to a staff member; or putting a stamp on an envelope and mailing it at the post office might be enough. Later, though, children can use the phone and the Internet to do research on charities to find ones they like.

7. Make memories of your child's charitable acts.

Start a scrapbook for donations and record the details of what the child gave and to whom. Include a photo of his visit to the charity, her birthday party where she donated a percentage of the cost, or of the plate of sandwiches that went to the shelter. Video would be great as well. You could even interview the child about why she gave the gift and what it meant to her.

One of our family's favorite traditions has become a Christmas Eve discussion of which charities my kids want to support that year. Each year I set aside a small pot of funds for this purpose. Over dinner they discuss their ideas of things they care about and want to support this year. Not only is it a wonderful experience of holiday giving, it allows me to keep up with my kids' current interests and passions. We have supported everything from Darfur to mountain bike trail protection. As I told my kids, it is more important to me that they are passionate about something, than what it is that they are passionate about.

There are many more ideas in the great book by Carol Weisman, Raising Charitable Children, including many ideas for different ages; how grandparents can turn gifts for or from their grandchildren into lessons of charity; and how to put together a group volunteer project for your child and his friends.

Development Executives Network is now on...

facebook®

Come join us at: <http://tinyurl.com/fbden>

Summer Break...no luncheon in August!

Employment Opportunities

John XXIII HIV/AIDS Services (John XXIII), Director of Development

The Director of Development is primarily responsible for the management and implementation of fund development activities and communications for John XXIII AIDS Ministry or John XXIII), a regional provider of comprehensive HIV/AIDS services in Monterey and San Benito Counties, California.

It is expected that the Director of Development will strive to create and implement a diverse fund development plan, working in collaboration with the Executive Director and Board of Directors. This position requires strong relationship and teambuilding skills and an ability to prioritize as well as multi-task. Fund development and communications are essential to the overall success of the organization and therefore it is imperative that the person in this role be dedicated to securing the resources necessary for providing support to those affected by HIV/AIDS.

The ideal candidate will possess:

- Knowledge of and commitment to serving those with HIV/AIDS; helping the homeless and impoverished; and advocating for services to curb the HIV/AIDS epidemic.
- Bachelor's degree in social services or related field and a minimum of 3 years experience in fund development, grant writing or equivalent in a non-profit agency.
- Exceptional leadership and managerial skills with the ability to translate organizational mission and goals into daily operational practices.
- Proven resource development ability, with success in developing funding mechanisms, budgetary processes, grant writing, and grants management.
- Masterful relationship building and relationship management talents.
- Ability to develop and sustain collaborative efforts among public and private agencies.
- Strong interpersonal, coalition building and advocacy skills, involving the inclusion of diverse groups of stakeholders.
- Excellent writing and communication skills.

Primary Job Responsibilities Include:

Donor and Community Relations (45%)

- Manage donor database.
- Create and implement plan for increasing individual and major gifts.
- Participate as an active member of the agency Development Committee.
- Attend workshops, trainings and meetings that pertain to the scope of work and mission.

Grant Writing (25%)

- Maintain grants calendar and develop grants management tool.
- Research, write and submit foundation, city, county, state, federal and corporate grant applications.

Communications (20%)

- Maintain agency website and other online marketing tools like YouTube, Facebook, and Wikipedia.
- Publish quarterly newsletter to donors and community partners.
- Work with the Executive Director to publish an annual report.
- Maintain agency literature, such as brochures, posters, and testing coupons.

Special Event Planning (10%)

- Create and implement event plan for annual Crystal Ball fundraiser.
- Develop and implement plan for donor recognition event.

Other duties as assigned

Professional Development

Nonprofit Funding Through the ARRA Stimulus Plan

Now is the time to become familiar with the ARRA funding process! States are still submitting their plans to the feds, and new funding opportunities will be coming out 2009 through 2012. This training will provide a solid introduction to these funding opportunities and websites, serving to demystify the proposal process for government requests for proposals (RFPs). The focus will be on upcoming funding opportunities in the areas of housing, education, arts, health and human services and environmental and energy in particular. Participants will utilize small groups to complete an ARRA worksheet as a guide to identify program eligibility and nuances, application schedules, and supporting materials in a timely manner.

DATE & TIME: Thursday, July 23, 2009, 9:00 AM - Noon

LOCATION: First Presbyterian Church of Monterey, 501 El Dorado St., Monterey

REGISTRATION: \$25 Register in advance by calling the Community Foundation at 831-375-9712 x138

Faith Sherry Lessen, J.D., is C.E.O. of Strategic Fund Raising Solutions in Pacific Grove. She has presented on this topic at the Foundation Center in San Francisco and throughout the US. She hopes to share what she has learned about the ARRA process after discussions with governmental representatives in many states. Sherry has 25 years' experience in fund development. Her expertise includes grant awards for housing, health and human services, environment, and art programs, and she boasts grant success in funding over \$10 million per year.

Contact:

Have an item you would like to include in a future DEN newsletter? Please email employment opportunities, professional development, photos, etc. to Stacy Dubuc at sdubuc@spcamc.org by July 25th.

Save the Date...



Friday, November 13, 2009
Inn at Spanish Bay, Pebble Beach
<http://www.centralcoastnpd.org>