



# THE DEVELOPMENT

ASSOCIATION OF FUNDRAISING PROFESSIONALS  
CENTRAL ALABAMA CHAPTER'S NEWSLETTER

A large graphic featuring a dark blue, starry night sky background. The word "Refresh:" is written in a large, elegant, yellow cursive script. Below it, the words "The Promise of Possibilities" are written in a white, serif font. The stars in the background are of various sizes and brightness, creating a sense of depth and wonder.

## A MESSAGE FROM OUR PRESIDENT

Greetings Friends,

*"The best thing to give to your enemy is forgiveness; to an opponent, tolerance; to a friend, your heart; to your child, a good example; to a father, deference; to your mother, conduct that will make her proud of you; to yourself, respect; to all men, charity."- Benjamin Franklin*

Thank you for joining us for the first quarter of 2021! We have had great interaction and programming and we look forward to continuing the momentum as we move forward in the year with training, connection, and advocacy.

April is Celebrate Diversity Month, started in 2004 to recognize and honor the diversity surrounding us all. By celebrating differences and similarities during this month, we hope that people will get a deeper understanding of each other.

**Continued on next page**



## OTHER STORIES INSIDE THIS ISSUE:

**Long-term Impact**

**Celebrating Diversity**

**Chapter Orientation**

**CFRE Exam Dates & Fees**

## PRESIDENT'S MESSAGE CONT'D

I hope you will lean in and find ways to connect with your colleagues, clients, and the community with a diverse, inclusive, and equitable lens. "A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone."- Sundra Pichai

We have plans to partner with the Birmingham AFP Chapter to participate in AFP Global's Virtual Lobby Week April 26-30. If you have an interest, please let us know and we'll be happy to get you plugged in as we schedule meetings with our Senators and Representatives.

In all things, AFP-CA seeks to ensure our members are supported. We know COVID-19 has been our reality for the past year, which has been difficult personally and professionally. Please let us know how we can continue to support you. With the need to remain socially distant for now we will continue our programming online with virtual opportunities. We look forward to gathering again soon. Be sure to mark your calendar for our next Chapter meeting on May 13th at 11:30 a.m. where we'll discuss The Ecosystem of Fundraising: It Takes a Village.

April 18-24 is National Volunteer Week, remember to thank and recognize your volunteers who continue to your mission possible. I also want to thank the AFP-CA Board for their dedication and continued commitment to working diligently to make the Chapter operations a success. As always, please keep connecting with us on Facebook and remember to visit our [website](#) for the latest news and updates!

In service and with gratitude,



Chacolby Burns-Johnson, MPA  
AFP-CA President



## ENSURE YOUR LONG-TERM IMPACT

Planned giving is one of the most underutilized areas of fundraising – yet it can have a significant impact on the long-term goals of an organization.

To help you incorporate planned giving into your fundraising strategies, Giving USA has produced a special report called Leaving a Legacy, which offers the most in-depth analysis of planned giving donors in the U.S.

With it, you'll have access to the latest information on...

- Average age of donors who make planned giving decisions
- The potential size of planned gifts
- Donor comfort level with discussing planned giving
- And so much more!

Get your copy of this unique report to craft more effective messaging and strategy for planned giving opportunities – and ensure the long-term impact of your organization. Advancing philanthropy with you.

Laura MacDonald, CFRE  
Chair of Giving USA Foundation

You see our glorious diversity- our diversity of faiths, and colors, and creeds- that is not a threat to who we are, it makes us who we are. -Michelle Obama



This month, the IDEA committee is pleased to share resources to help you:

- [Doing the Hard Work \(Racial Equity\)](#).
- [Fundraising in a Pandemic](#)
- [DEI in Fundraising](#)
- [Fundraisers & Donors Partnering for Equity](#).

"Advancing Diversity, Equity and Inclusion: Why Traditional Recruiting Doesn't Work in 2020". In [this episode of ThinkCast](#), host Kasey Panetta interviews Dion Love, a Vice President of Advisory Services at Gartner. In order to deliver on diversity, equity and inclusion initiatives, leaders must take a look at how the traditional hiring process needs to change for organizations to create diverse digital workforces.

[Read "How to Expand Diversity in the Workplace" here.](#)

Civil-rights lawyer Cyrus Mehri headed up some of the biggest race-discrimination class actions of the early aughts. Now, he has ideas on how to make companies more equitable.

[Read Dana Brownlee's article](#) "If You're Expecting Diversity & Inclusion Leaders To Fix Workplace Racism, Think Again."





# 5 TIPS FOR DOING A BRILLIANT RE-ENGAGEMENT CAMPAIGN

BY KRISTY FONTELEA

Let's face it: Attrition happens. Despite our best efforts to make sure we have excellent email subject lines, have effective A/B testing of our messages and are sending relevant and engaging information, people drop off of our lists.

Based on the latest numbers available — CauseVox published that for 2017 — donor retention was 45.3%. The gift retention rate was 48%, and for every \$100 gained by nonprofits in that same year, they experienced \$96 in losses because of gift attrition.

When there's much more need in our communities, this is the perfect time to consider doing a re-engagement campaign. It could help you raise more funds at a time when nonprofits have strained under the stress of fundraising losses.

## What's a Re-Engagement Campaign?

In considering your unique fundraising ideas for spring, a good thing to add is a re-engagement campaign. Remember, it costs you less to re-engage previous supporters than it does to get new ones. So, what's a re-engagement campaign? In short, this campaign gets targeted to donors who haven't responded to calls to action or opened an email in a certain period of time. Usually, you want to target people who haven't engaged in more than one year, but you could check in with people who haven't engaged based on their usual schedule.

## 5 Tips to Get Your Donors Back to Giving

### 1. Segment your list.

First, you should take a look at your list and segment people into different groups. Those who have not responded in a year will likely remember you. Donors who haven't engaged with you in three years or more may not recall you. So, you want different messaging for your segments. You could be more familiar with those who recently stopped engaging.

### 2. Ask people if they want to remain on your list.

While you aim to retain as many people as possible, you don't want people on your list who've moved on and aren't coming back. As you know, it skews your reporting. In short, you want people on your list who you want to support you. Therefore, it's OK to ask from time to time if they want to stay on your list. Remind them of the work you do, and chances are, many will choose to continue.

### 3. Give your supporters options.

For donors who have supported you, there's something that motivated them to give. However, perhaps they haven't engaged in a while because they've got way too many emails. Inboxes are overflowing, and things get easily lost or deprioritized. A great strategy to engage and retain donors is to give them options. Offer them the opportunity to manage their subscription preferences.

### 4. Ask your donors for their feedback.

A great way to get people re-engaged is to ask them their opinions! For instance, you could ask them why they signed up and what content most resonates with them. Getting this kind of information is valuable because it helps you define what different donors want to receive from you. Perhaps some want to know about broader issues, and others want more human-interest stories.

### 5. Give them an offer.

Finally, another great tip you could use for your re-engagement campaign is to give your supporters something of value. As a nonprofit, perhaps you've got an informative resource (e.g., e-book) that you could give them. Alternatively, you could invite them to take a behind-the-scenes tour of your work, and then follow up with a virtual cocktail hour.

**One final tip:** remember that people might not see your first email. So, it makes sense to create an automated drip campaign. In doing so, you could reintroduce your donors to the work you do, give them relevant content and drive urgency.





# WELCOME to our CHAPTER

## CHAPTER ORIENTATION

Association of Fundraising Professionals of  
Central Alabama

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## AFP-CA QUARTERLY ORIENTATION THIS MONTH!

### SAVE THE DATE:

**THURSDAY, APRIL 22 AT 1:30 PM**

In January 2021, the chapter launched quarterly Orientation Sessions and we are pleased to announce that we will be holding our next session on April 22nd at 1:30 pm.

Our Orientation Sessions are designed to welcome you into our chapter and provide you the resources to be successful. At times, it can be hard to get a jump-start in an organization. Questions may come to mind like, *how did the chapter begin? Who is the leadership? How do I become more involved?*

If you have ever had these questions regarding our chapter, its history, its path forward or its leadership, join us for our next session. Our sessions are open to all, meaning former members, current members, and guests.

# AFP MEMBERS: HAVE YOU USED YOUR \$40 CREDIT?

Through June 30, all AFP members can use a one-time coupon code to receive \$40 off the online learning opportunity of their choice. This includes upcoming premium webinars, archived webinars or any other online learning session. [Learn more](#) about this member-exclusive benefit.



## EVENTS CALENDAR

**April 24, 2021 at 12:00 PM**

[AFP Webinar: Adapting Your Development Plan to the New Normal](#)

**May 5, 2021 at 12:00 PM**

[AFP Webinar: Development + Finance = Fundraising Success](#)

**May 13, 2021 at 11:30 AM**

[AFP Chapter Meeting: The EcoSystem of Philanthropy: It Takes a Village](#)

**May 19, 2021 at 12:00 PM**

[AFP Webinar: Engaging Your Constituents](#)



## CFRE EXAM DATES AND FEES

If you are interested in taking the CFRE Exam, we want to remind you of the approaching and nearing initial certification deadlines;

### Testing Date

April 15 - June 15  
July 15 - September 15  
October 1 - November 30

### Application Deadline

April 15  
July 15  
October 1

Help us to give you the best and fastest service by avoiding the transactions that incur service fees. We encourage all applicants to avoid service fees by:

- Paying online via credit card or debit card
- Making sure that funds submitted are in U.S. currency if paying by check
- Submitting recertification applications on or before your certification expiration date (listed on your certificate and your online account)



# HOW TO ENGAGE YOUR SUPPORTERS WITH TEXT MESSAGING (3 TIPS FROM A NONPROFIT)

WRITTEN BY LINDSEY HIMPHILL

Does sending daily text messages to your audience give you pause? Does it feel like overkill or, in the least, far too frequent? Allow me to put your mind at ease. When done correctly, daily (yes, daily!) text messages can be an incredibly effective way to communicate with your supporters about an important campaign.

Every May, the Vasculitis Foundation celebrates Vasculitis Awareness Month. In 2020, they decided to do a month long, daily messaging campaign during the awareness month. Because they approached the campaign strategically, they were able to capture interested subscribers, draft engaging content, schedule messages ahead of time, and raise funds successfully as part of their campaign.

## 3 TIPS TO ENGAGE YOUR SUPPORTERS WITH TEXT MESSAGING

### Capturing Subscribers

The first step in their efforts was to capture subscribers. Rather than messaging their entire database daily, they allowed individuals to identify themselves by encouraging them to subscribe for the messages. They did this by creating a subscription keyword where individuals could text in a keyword and automatically add themselves to the list. They also created an online form, which they shared with their audiences via email, social media, and their website, to encourage more individuals to subscribe. They also sent 2 text messages to their entire list of contacts to see who from that list would want to opt-in for the daily messages.

The Vasculitis Foundation prepared for the campaign and used the weeks leading up into the campaign to narrow down their entire list of supporters to a smaller group of individuals who indicated they were interested in receiving daily text messages. By doing so, they had created a smaller but more qualified group of over 100 individuals for this communication effort. As a result, they had a very low unsubscribe rate of under 10% for a majority of the campaign.

### Creating & Scheduling Messages

Their next step was to determine what content they would like to share with their audience. They developed a communication calendar which reflected their current communication plans for newsletters, emails, and social media. They then decided what the most important and engaging content was to share out via text as well. Because the awareness month was focused on educating their audience, spreading awareness, and sharing resources, they decided to share links to important webinars, resources, surveys, and studies that their organization worked on.

#### *Examples of some of their texts:*

Once their audience was identified and their content written, the VF was able to schedule their messages to be sent through MobileCause. This way, the organization would simply schedule all the messages at once and they would automatically be sent at the time of their choosing every day to existing subscribers, as well as any new subscribers who signed up.

Interested in learning more about mobile messaging and text-to-donate with MobileCause? [Watch this short video.](#)

### Making a Donation Ask

In addition to sharing important resources with their audience surrounding Vasculitis Awareness Month, another objective of the organization was to raise funds to support those affected by vasculitis. They strategically included donation asks within their text message plan to ask their audience to make a donation in support of the campaign. These donation asks were sent at the beginning, middle and end of the campaign and only consisted of 4 of their overall 34 text messages. By breaking them up and limiting the number of times they asked for donations, they were able to continue sharing the important content their subscribers opted-in to receive and also limit the number of people who unsubscribed during the campaign.

When they shared the donation asks, they included a link directly to their donation form so that donors could easily be connected to the opportunity to give. With the campaign, they had an average click-through rate of over 20% for their donation asks and through the combined efforts of their multi-channel communication, raised over \$38,000 for their campaign.

The Vasculitis Foundation was able to do a very interesting, daily text messaging campaign to keep their audience engaged for Vasculitis Awareness Month and with very positive results. They were able to keep their supporters informed, raise awareness and funds, and the subscribers that signed up had positive feedback about their experience with daily text messages. The reason for their success was allowing people to subscribe themselves and opt-in to the daily messaging as well as the carefully thought out plan for types of communication throughout the month.



# CHAPTER MEETING:

**THURSDAY, MAY 13TH**

**THE ECOSYSTEM OF  
PHILANTHROPY-IT TAKES A VILLAGE**



**SAVE  
THE  
DATE**



## MEMBERSHIP INSTALLMENT PAYMENT PLANS WITH AFP!

AFP understands the economic situation that many members (and soon-to-be members) are currently facing these days. That is why we are now making available online an "Installment Plan" option that breaks your annual membership fee into manageable monthly payments over the course of the year.

Please note:

- The Installment Plan option is limited to the Professional or Associate categories of membership only.
- This option is only available to members when they renew, and to newly joining members in these membership categories. It is not available for those who have already paid in full for the year (i.e. your current payment plan cannot be changed mid-term).
- The Installment Plan option is not available for auto-renew. You will have to manually select this option each year if you are interested in using it again in subsequent years.
- All members of AFP must belong to both the AFP Global association and a local chapter. You will be charged in full for your chapter dues; only the annual AFP dues will be divided into 12 (or 13, depending when you join in the month) regular installment payments.
- Chapter dues vary in amount by chapter. To see a listing of Chapters and Dues, click [here](#).

The Installment Plan option will appear alongside the option to pay in full when you go through the AFP Join/Renew process. Simply select your preferred option, and your payment(s) will be calculated accordingly.

Questions? Please contact AFP Membership Services at [afp@afpglobal.org](mailto:afp@afpglobal.org).

## OUR 2021 BOARD MEMBERS

### Chapter President and Inclusion, Diversity, Equity, and Access (IDEA) Chair

Chacolby Burns-Johnson, MPA  
Development/Major Gifts Officer  
Southern Poverty Law Center

### President-Elect and Membership Chair

Brenda Robertson Dennis  
Executive Director  
Millbrook Chamber of Commerce

### Immediate Past President and Nominating Committee Chair

Martie McEnerney, CFRE, MBA  
Director of Community Relations  
Baptist Health

### Secretary and Treasurer

Laurel Teel, CFRE  
Director of Resource Development  
River Region United Way

### Communications and Publicity Chair

Krystal Floyd  
Senior Director of Development  
Tuskegee University

### Programs Chair

Joanna Kirkland  
Fundraiser  
Distinguished Young Women of Alabama

### Member-At-Large and Giving Tuesday/Ethics Month Coordinator

Marie Harrington  
Senior Development Officer for Annual Giving  
Auburn University at Montgomery

### National Philanthropy Day Chair

Tara Davis  
Executive Director  
Friendship Mission



## RESOURCES & ANNOUNCEMENTS PLUS SO MUCH MORE

View it all on our website [here](#)!

To log on to the Members Section, use your AFP Global login credentials.



## WANT TO REACH US INSTANTLY?

### ASSOCIATION OF FUNDRAISING PROFESSIONALS

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