



# THE DEVELOPMENT

ASSOCIATION OF FUNDRAISING PROFESSIONALS  
CENTRAL ALABAMA CHAPTER'S NEWSLETTER

A large banner image with 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 large, white, serif font.

*Refresh:*  
The Promise of Possibilities

## A MESSAGE FROM OUR PRESIDENT

Greetings Members, Partners, and Friends,

Happy Summer- I hope you are finding time to rest, renew and reflect!

Thank you for being a part of AFP-CA and for all you do to make a meaningful impact. As we continue to navigate the world and all spaces as we slowly move back to normalcy beyond COVID, we need your input to help us determine the next steps to gather in person starting in the Fall of September 2021. We invite you to take a moment to complete the short one-minute [survey](#) to share your thoughts with us.

I am grateful to be the Chapter's recipient of the Chamberlain Scholar, which allowed me the opportunity to attend the [AFP ICON](#) virtual conference June 28-30. This was a dynamic experience full of learning and growth opportunities on a variety of meaningful topics relevant to our work as Development Professionals. I look forward to sharing a few key takeaways with you soon!

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## OTHER STORIES INSIDE THIS ISSUE:

**Advancing Philanthropy**

**Important Announcements**

**National Philanthropy Day**

**Evolving in Uncertain Times**



As you know, we skipped meeting in July to give all a summer break and we hope you found this time valuable. We will meet again virtually as a full Chapter on August 12th at 11:30 am (CST) to discuss an IDEA (Inclusion, Diversity, Equity, and Access) related topic of Unconscious Bias and how all of us can learn and grow in this important area in our work with supporters, clients, colleagues, and daily in community with others. The Fundraising Workplace Culture survey results were recently released and shows areas where we have work to do as a profession. View the entire report [here](#) and think about how we can do our part to make forward progress for opportunity and equity for all.

We need you! Did you know we are diligently searching for a President-Elect? This is a critical position for the Chapter as we move forward this year and prepare for Leadership and sustainability for 2022 and beyond. We are also in need of a Membership Chair for the Chapter. Please let Martie McEnerney, Immediate Past President and Nominating Committee Chair, or me know if you have an interest to serve or have any questions about either position. This is a great opportunity to lead and serve the Chapter while connecting with peers across the River Region.

As a reminder, the nominations process for our Chapter's National Philanthropy awards is open. You can learn more about the awards in this newsletter, on our website, and [here](#) on the nomination form. The deadline to submit nominations is September 15th. Take this time to recognize and honor those doing good and giving back. We look forward to honoring those making a positive lasting impact in our community.

As always, thank you to our phenomenal Board for giving their time and resources to make the Chapter flow seamlessly and a big thank you to each one of you for being there with us along this journey. Together, we continue to fund our organizations and find lasting friends and supporters to keep our missions in motion. For that I salute and celebrate you!

With gratitude and sincerity,

A handwritten signature in blue ink that reads "Chacolby".

Chacolby Burns-Johnson (She/Her/Hers)  
AFP-CA President

# THE LATEST ISSUE OF ADVANCING PHILANTHROPY IS NOW AVAILABLE!



Over the last year, fundraising—and the world in general—has had to have hard conversations about race, equity and equality, and what that looks like moving forward for the profession.

The July 2021 issue of Advancing Philanthropy explores equity in fundraising and development, and the key elements needed to ensure everyone's voice is heard, every need is met, and every challenge is addressed. You'll find articles on the benefits of community-centric fundraising, why diversity in the chief development officer role is critical, how to connect with diverse donors, and why disability and accessibility should be included in all conversations about equity. The cover story features Charu Uppal, M.A., M.B.A., CFRE, and her research about the experiences of diverse fundraisers, with suggestions on what can be done—organizationally and individually—to make the profession more inclusive for all.

These conversations about inclusion, diversity, equity and access (IDEA) are ongoing and ever-evolving—even if at times they might seem excessive or like it is time to move on—and the stories in this issue show that the work is only just beginning. These conversations are an essential part of creating a profession that makes every fundraiser—regardless of demographics—feel valued, have access to the same opportunities, and are welcomed at the proverbial table. It is an essential part of making fundraising the IMPACT profession.

We hope the latest issue of Advancing Philanthropy challenges and inspires you to think about fundraising through an inclusion, diversity, equity and access (IDEA) lens and how we can, as a profession, move the needle closer toward equity for all.

## GIVING USA 2021 ANNUAL REPORT

The [full digital version](#) of the Giving USA 2021 Annual Report is now available for purchase!

The full digital report gives you instant access to in-depth findings covering giving by source, recipients, and a special chapter on the unprecedented effects of the COVID-19 pandemic and social unrest on giving trends.

In addition to a copy of the full Giving USA 2021 report, your order includes:

- Access to all 2021 digital products including Annual Report, Key Findings, Infographic, Comprehensive PowerPoint, and the complete library of archived digital products
- Access to digital versions of new and previous Special Reports
- Exclusive subscriber price for print versions of Special Reports
- Access to The Giving Institute member firm webinars around relevant nonprofit topics



Advancing philanthropy with you,  
Laura MacDonald, CRFE  
Chair of Giving USA Foundation





# IMPORTANT ANNOUNCEMENTS

## QUARTERLY CHAPTER ORIENTATION SESSION



On July 22nd, we will host our next Chapter Orientation Session. 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, it's history, it's path forward or it's leadership, join us for our next session. Our sessions are open to all, meaning former members, current members, and guests.

## INTERESTED IN JOINING THE BOARD? PRESIDENT-ELECT & MEMBERSHIP CHAIR NOW OPEN

The AFP Central Alabama Board of Directors is seeking to fill two positions on the board - President Elect and Membership Chair. Joining our board boasts many professional benefits to you including the ability to strengthen your professional credibility, grow your professional skills, gain exposure and insight, increase visibility, and reinvigorate your career. Most importantly, you have an opportunity to help those in your community enhance their skills and hopefully their careers. If you are interested in either position please contact

Martie McEnerney at 334-546-4636 or [mmcenerney@baptistfirst.org](mailto:mmcenerney@baptistfirst.org)





*Happy  
Summer*



# 5 BENEFITS OF PHONE VERIFICATION



With 97 percent of Americans owning a cell phone, mobile marketing is bigger than ever.<sup>1</sup> People carry their cell phones with them everywhere they go, and companies want to reach them on the device they always have handy.

While SMS marketing can be a great source of brand awareness for companies, it can also cause unnecessary costs if they have incorrect phone numbers. With a phone verification system, you can validate phone numbers in real time and determine if they are real, false, or mistyped. Whether it be with call centers or dual authentication, this will help you make sure that your phone numbers are valid so you can start to build customer relationships.

What is phone verification?

Phone verification is the practice of proving that a phone number is real and functional. This ensures that your company will only be calling valid phone numbers with real customers on the other end of the line.

When you enter a number into the phone verification software, it will search through data from telecommunications companies to find your number and important information about it. The phone verification software will also silently ping the phone number to determine whether it can receive SMS messages or not. Phone validation software can be directly integrated into your organizations system.

Let's look at the benefits of phone verification and how it can help you connect with customers.

## Confirm authentication of user

You can easily confirm user authentication by pinging the customer's cell with a unique code when they create an account with you or is sign into their account from another device. But, you need the right the phone number.

This way, you know a real person is trying to create or access their account, and that they are who they say they are—this prevents fraud, but we'll get to that next! This practice will ensure that your platform is safe and free of spam users. User authentication is especially important when it comes to protecting sensitive user information, such as banking information or email accounts.

## Prevents fraud

There are two ways you can use phone verification to prevent fraud.

1. With user authentication programmed to ping phone numbers, you can confirm that person is really the account owner.
2. On the back end, you can use the existing phone numbers from your database to obtain customer names and addresses. This can help you create a more complete view of each customer; in turn, help you prevent fraud.

Phone numbers are a reliable source to prevent fraud because a threat actor would have to obtain a whole new phone number—which is a difficult process and not worth the effort for most scammers. But, you need phone verification software to ensure you reaching the right person to confirm their identity.

## Saves time and money

Phone verification can also benefit call centers. When a person calls in for customer service, the call center can collect the customer data with a phone verification system. Your company can now keep in contact with that customer and create a better customer experience for them. When you have a system that verifies users' identity through their phone number, there will be less of a risk of fraud. You will spend less time on tracking down scammers and fake accounts, and more time focusing on connecting with real customers in significant ways.

## Easy to use

There are several ways to use a phone verification system. If you want to validate phone numbers as soon as customers enter them into your website, real-time phone verification can be integrated directly into your web-based application. On the other hand, batch list verification can be used if you want to validate a large amount of previously collected phone numbers at once. Both methods will help verify phone numbers so you can focus on connecting with real customers.

## Increases value of leads, customers, and prospects

With phone verification software, you can track:

- If the number is a landline or mobile phone
- What country the phone number is from
- The network status of the number

This information can help your company make more informed business decisions in terms of customer satisfaction and leads. These benefits can help customers trust your brand and can lead to better customer relationships.



# HOW NONPROFITS CAN EVOLVE FOLLOWING A TIME OF UNCERTAINTY

As the country begins to reopen after more than a year of uncertainty and isolation, the need for a sense of community and belonging is greater than ever. There couldn't be a better time for nonprofit organizations to double down on their commitment to the communities they serve.

According to a recent study, 25% of current donors plan to give more in the coming year, and 54% plan to maintain their current giving levels. As the country begins to reopen, now is the time for nonprofits to increase their commitment to their donors and the communities they serve. (PhilanTopic)

By changing our perspective on what's possible and staying focused on how to continue serving our community, BYMP was able to evolve and make this a record-breaking year right out of the gate. We did so by employing five principles that can help nonprofits ensure success and sustainability in even the most challenging times:

## EVENTS CALENDAR

**July 14, 2021 at 12:00 PM**

[AFP Webinar: Building Long Distance Relationships](#)

**July 22, 2021 at 1:30 PM**

[AFP-CA Chapter Orientation](#)

**July 28, 2021 at 12:00 PM**

[AFP Webinar: Organizational Requests for Fund Raising Success – Real World Best Practices for Corporate Grants](#)

**August 12, 2021 at 11:30 AM**

[Chapter Meeting: Topic is the principles of inclusion, diversity, equity and access](#)

# SURVEY

We are considering relaunching in-person meetings beginning in September.

How do you feel about it?

**We want to hear from you!!**

**[Take our one-question survey here!](#)**



## 2021 NATIONAL PHILANTHROPY DAY

National Philanthropy Day (NPD), observed annually in November, acknowledges the entire spectrum of services provided by the nonprofit community and recognizes the profound impact that philanthropy has on the fabric of society. Each year the Association of Fundraising Professionals honors individuals and groups who, through their hard work and dedication, have enhanced philanthropy, their communities, and the world.

The association has been celebrating National Philanthropy Day since 1986, and was founded by Orange County, California, philanthropist Douglas Freeman. The first National Philanthropy Day awards luncheon was held in cities across the country after President Ronald Reagan proclaimed November 15 as National Philanthropy Day.

President Ronald Reagan was the first world leader to declare an official Philanthropy Day, to celebrate *'the love of humankind'*. Every year since then, communities across the globe have celebrated by hosting events to recognize activities of donors, volunteers, foundations, leaders, corporations, and others engaged in philanthropy.

This year, our chapter will accept nominations for the following categories will be accepted until September 15, 2021:

- **Outstanding Philanthropist Award**

*Outstanding Philanthropist Award honors an individual, couple, or family who has demonstrated exceptional financial generosity to charitable organizations and causes through direct gift support, motivating others to give, and setting an example for others to follow.*

- **Outstanding Civic Leader Award**

*Outstanding Civic Leader Award honors an individual, couple, or family who has demonstrated exceptional leadership in major fundraising campaigns and projects benefiting a charitable organization and has exhibited the ability to recruit and motivate others to support philanthropic causes*

- **Outstanding Corporate Citizen Award**

*Outstanding Corporate Citizen Award recognizes a business or company that has provided financial, in-kind, or extraordinary volunteer support to the nonprofit sector, often taking leadership roles in encouraging involvement by other businesses.*

- **Fundraising Executive of the Year Award**

*Fundraising Executive of the Year Award salutes a paid fundraising professional who has a commitment to the profession, knowledge of the industry, and leadership abilities. Nominees demonstrate success in fundraising and exemplify the sound and ethical principles of the profession.*

- **Outstanding Charitable Organization Award**

*Outstanding Charitable Organization Award pays tribute to a highly visible champion of existing causes, special projects, or new initiatives. The nominee has been investing in the community through financial support and/or volunteer service for at least five years.*

Additional information regarding nomination submissions follow on the next page. Please save the date for November's Chapter Meeting on November 11th where we will announce the winners. Additional details will follow regarding the day's event.

# 2021 NATIONAL PHILANTHROPY DAY





Dear Members and Friends:

You are invited to help honor an outstanding corporate citizen and an outstanding charitable organization by submitting a nomination for both categories. This is a wonderful opportunity to demonstrate our appreciation to community members who support our missions.

Provide the following in support of your nominations:

- In summary format, describe how the nominee fulfills the criteria for the designated Award Category. Please limit your information to two pages.
- Include nominee's biographical information, resume, or annual report/website.
- Include no more than three letters of support and/or endorsements.

*Note:* The Awards Committee will NOT accept as complete any nomination that uses newspaper articles, annual reports, or resumes as substitutes for the summary description of the nominee's qualifications.

When nominating individuals, please ALSO address the following, if known:

- Nominee's current and past affiliations(s) with non-profit organizations: (Note participation level, dates of services, contact person, etc.)
- Nominees' memberships in civic clubs and organizations.

**The deadline for nominations is September 15, 2021.**

Join us along with other AFP Chapters around the country as we pay tribute to exceptional people of philanthropy and service. Our chapter will recognize our awardees virtually during the month of November.

Sincerely,  
Chacolby Burns-Johnson, 2021 President  
AFP, Central Alabama Chapter



Marie Harrington, 2021 National Philanthropy Day Chair  
AFP, Central Alabama Chapter

**2021 NATIONAL PHILANTHROPY DAY**



## 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  
Senior Development Officer  
Southern Poverty Law Center

### President-Elect and Membership Chair

Vacant

### 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 National Philanthropy Day Chair

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

### Giving Tuesday/Ethics Month Coordinator

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

CENTRAL ALABAMA CHAPTER

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MONTGOMERY, AL 36124

EMAIL: [AFPcentralal@gmail.com](mailto:AFPcentralal@gmail.com)

[WEBSITE](#)