



# THE DEVELOPMENT

ASSOCIATION OF FUNDRAISING PROFESSIONALS  
CENTRAL ALABAMA CHAPTER'S NEWSLETTER



## A MESSAGE FROM OUR PRESIDENT

Greetings Friends,



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# A MESSAGE FROM OUR PRESIDENT CONTINUED

*Martie*

Martie B. McEnerney, MBA, CFRE  
President, AFP Central Alabama



*Wishing you a  
Happy Thanksgiving!*  
*-from*

**AFP CENTRAL ALABAMA**



# BRUSH UP ON YOUR FUNDRAISING SKILLS WITH FREE COURSES FROM BLACKBAUD UNIVERSITY

By: AFP Global

AFP, in partnership with Blackbaud University, is excited to offer introductory-level courses on fundraising and relevant nonprofit topics at no charge to AFP members!

Explore these 8 topics and start learning today:

**Basics of Fundraising:** Learn about implementing fundraising strategies, using case statements, acquiring major gifts, retaining donors, and leveraging the donor life-cycle.

**Basics of Marketing:** Marketing is the cornerstone of social-good success. Is your organization continuing to spread your message and tell your story? Learn how to not only stand out as an organization, but also shine.

**Basics of Personas:** Does your organization have personality? Do you know how to leverage personas? Learn how to engage supporters, target donors, and ultimately raise more funds.

**Basics of Impact:** Learn how to measure and share your impact with your staff and donors.

**Basics of Finance:** Acquire the skills to translate nonprofit financial jargon, complete financial tasks and procedures, run common financial reports, and understand goals and objectives of the finance office.

**Basics of Events:** Is your organization planning and executing events effectively and successfully? Learn how to not only create buzz-worthy events, but also how to create meaning, purpose, and connection with your supporters.

**Basics of Nonprofit Organizations:** Understanding hierarchy and structure is essential for all healthy nonprofit organizations. Learn about the individual roles and responsibilities of nonprofit leaders: board of directors, executive director, development director, finance director, and programming director.

**Basics of Volunteers:** Volunteers are 100% necessary in the social good world. Is your organization fully utilizing volunteers? Learn the best ways to recruit, train, and retain your volunteers, turning them into long-term supporters.

» [START LEARNING NOW](#)

## HELP CREATE YOUR PERSONAL BRAND WITH AFP360°



There is no better time than now to develop your personal brand! Powered by Korn Ferry, AFP360° gives you the opportunity to take a traits assessment, have your resume digitally reviewed and gain important workplace insights—all of which are key in [building your career](#).

### POSITIVE SIGNS

On Monday, AFP President and CEO Mike Geiger, MBA, CPA, pointed to the new report by the Fundraising Effectiveness Project and recent developments as signs that the fundraising landscape may be moving in a positive direction

Read [Mike's message](#)

# REMINDER: A NOTE TO OUR MEMBERS REGARDING AFP MEMBERSHIP DUES

AFP values you as a member, and we are consistently working to provide you with engaging, timely and educational content to assist you in your role as a fundraising professional. To continue to provide relevant programming, AFP membership dues will increase \$5 for the professional and associate membership categories beginning in 2021.

We thank you for joining us in making a difference in fundraising—the IMPACT profession. Members who renew in January 2021 will receive renewal materials about the increase starting this month.

## EVENTS CALENDAR

**November 18, 2020 at 12:00 PM**

[Tracking It Down: Get Your Board in Synch on Donor Outreach](#)

**November 19, 2020 at 1:00 PM**

[How They Did It: Virtual Events Donors Love](#)

**December 2, 2020 at 12:00 PM**

[Why Impact Measurement and Management is an Important Growth Opportunity for Fundraisers](#)

**December 3, 2020 at 11:30 AM**

[AFP Chapter Meeting: The Art of Storytelling with Ron Simmons](#)

**December 9, 2020 at 12:00 PM**

[The Art of Mobile](#)

## CALL FOR FOUNDATION 2021 FUNDRAISING BOARD NOMINATIONS

On behalf of the AFP U.S. Foundation for Philanthropy, it is my privilege as chair of the Committee on Appointment to invite you to participate actively in the Foundation's nominating process this year. Members of the Committee on Appointment rely heavily on our colleagues to identify experienced and committed candidates who are uniquely suited to govern and lead the Foundation as members of our Board of Governors or AFP Foundation Fundraising Board. Your personal engagement in identifying outstanding candidates is essential to our future success and will guarantee that the Foundation's boards continue to be representative of the finest leaders in the profession.

I urge you to nominate any qualified candidate to serve on the Foundation Board of Governors or the AFP Foundation Fundraising Board who has distinguished himself or herself by serving previously in a leadership role.

In September 2020, the Committee on Appointment will meet to prepare a slate of candidates for election to serve on the Foundation boards beginning January 1, 2021. We are seeking nominations for two Board of Governor positions (chair-elect and secretary/treasurer), as well as for members to serve on the Fundraising Board.





## Perfect Pumpkin Pie Recipe

### Ingredients Checklist

All-purpose flour, for surface  
1/2 recipe Pate Brisée for Perfect Pumpkin Pie  
3 large eggs, plus 1 large egg white, lightly beaten  
1 can (15 ounces) pure pumpkin  
1 can (12 ounces) evaporated milk  
3/4 cup packed light-brown sugar  
1 tablespoon cornstarch  
1 teaspoon pure vanilla extract  
3/4 teaspoon ground cinnamon  
3/4 teaspoon ground ginger  
Coarse salt  
1/4 teaspoon freshly grated nutmeg  
Whipped cream, for serving (optional)

### Directions

Step 1: On a lightly floured surface, roll out pate brisée to a 13-inch round, about 1/8 inch thick. Fit into a 9-inch pie dish. Trim edge, leaving a 1-inch overhang; fold edge under and crimp as desired. Refrigerate 30 minutes.

Step 2: Preheat oven to 375 degrees. Line crust with parchment and fill with pie weights or dried beans; bake until crust is set, 30 to 35 minutes. Remove pie weights and parchment, and continue to bake until bottom of crust is lightly browned, about 10 minutes. Remove from oven and let cool slightly. Brush crust with egg white; let cool on a wire rack.

Step 3: In a large bowl, whisk together eggs, pumpkin, evaporated milk, brown sugar, cornstarch, vanilla, cinnamon, ginger, 1/2 teaspoon salt, and nutmeg.

Step 4: Reduce oven temperature to 325 degrees. Pour pumpkin mixture into cooled crust. Bake until center is set but slightly wobbly, 50 to 55 minutes. Let cool completely on a wire rack. Refrigerate until chilled, at least 6 hours and preferably overnight. Slice and serve with whipped cream, if desired.

# DONORS' BEHAVIOR KEY TO #METOO IN FUNDRAISING

Amy Costello and Frederica Boswell, October 15, 2020

One in four women in fundraising has experienced sexual harassment at work, according to a 2017 study by the Association of Fundraising Professionals' (AFP) Women's Impact Initiative.

"I was sitting at a dinner with a number of donors and potential donors in Toronto, Ontario," veteran fundraiser Liz LeClair tells us. "The gentleman next to me stuck his hand right up my skirt. At the dinner, under the table, so that no one else could see," she says.

LeClair is the director of major gifts at the QE2 Foundation, a health sciences center in Halifax, Nova Scotia, and is a member of the Certified Fundraising Executive Board of Directors. Like many women, LeClair entered this profession because she wanted to make a difference. She is an outgoing people-person, but that night, she faced a dilemma that many fundraisers will recognize.

"I was terrified that if I had done something at that moment, I would have maybe upset the dynamic and a good conversation that was happening around supporting the organization I was working with," she says.

In our latest Tiny Spark podcast, LeClair tells us why she decided to speak out about her experiences of sexual abuse in the sector and explains why she is finally pursuing a case against a wealthy, well-connected philanthropist who harassed her for years.

"I think he enjoyed that he could do this to me. There was a power dynamic at play," she says. "Because I wouldn't say anything or do anything about it."

This phenomenon is called "donor dominance," according to Heather Hill, chair of Rogare, an international think-tank on fundraising. Hill has spent more than 20 years working in the nonprofit sector, mainly in fundraising, and has conducted studies on the imbalance of power between donors and fundraisers. "In the profession, there's a lot about ethics and codes of conduct for how we treat donors," she tells us. "But there is no guidance for what to do when a donor crosses the line."

On November 26, LeClair and Hill will both take part in a National Day of Conversation to raise awareness about sexual abuse and harassment in the fundraising sector. "I really think we are approaching—if not already at—an ethical crisis in the philanthropic world," Hill tells us. "I go to many conferences and I don't see it talked about other than a very cursory 'ethics is important.'"

LeClair hopes to continue to provide an outlet for others who are struggling and who want to know how to deal with the personal and professional repercussions of sexual abuse.

"No one should ever have to compromise themselves or feel compromised for charitable purposes," she says. "It's 2020. It's time to move on from that idea."



## AFP'S REDESIGNED CAREER CENTER

The redesigned AFP Career Center has launched to better meet your organization's needs of attracting talented individuals who will help drive success. We've transferred your existing information to our upgraded site.

If you are not a member of AFP, you will need to create a new Career Center account. Please register your new account [here](#).

When creating your new account, it is critical that you use the same email you previously used for the AFP Career Center. Doing so will automatically connect it to your old account and your job posting history.

Explore the site to check out the new features and enhancements of the AFP Career Center, including listing a salary range. Research has found jobs listing salaries get 30% more viewings.

# GIVING TUESDAY

December 1, 2020

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Find your complete guide for getting involved with GT [here](#).

## AREA CAREER OPPORTUNITIES

The **Montgomery Area Council on Aging** is looking for a Director of Donor Relations and Major Gifts. The director will identify, cultivate, solicit, and steward a portfolio of 125-150 donors and prospects. This position is responsible for planning and directing the annual Senior Pledge Campaign and any direct mail solicitations for MACOA.

Interested parties should contact Donna Marietta, Executive Director of MACOA for additional information.

**Tuskegee University** is looking for a Senior Director of Marketing, Communications, and Public Relations. Tuskegee University (TU) seeks a visionary marketing director that is able to see the big picture to develop and implement college brand and marketing strategies.

Core responsibilities of the position include developing and implementing strategic plan and directions for the marketing of TU; serving as a leader and manager of the marketing, web, and communication team; and working with internal clients and external vendors on establishing TU brand resulting in an understanding of all stakeholders as to what makes TU unique. Please find additional information [here](#).

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## CHAPTER OFFICERS

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BAPTIST HEALTH

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If you have anything to submit for publishing on our official Facebook page or in the monthly newsletter, please send to Krystal Floyd at [floyd.krystal@gmail.com](mailto:floyd.krystal@gmail.com). You may also send to the official chapter's email address. For submission in the next newsletter, please forward by the 10th of each month.

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