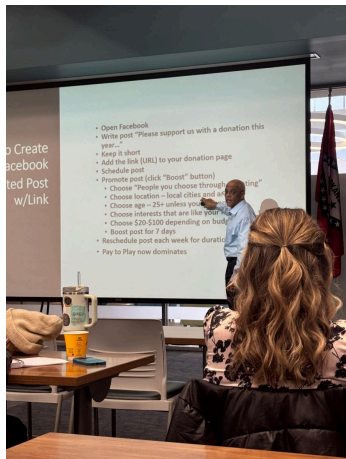




Fundraising Fact of the Month: **Donor Retention Starts in January!**

While December may bring the highest volume of gifts, January plays a critical role in whether donors stay with you long-term. Research consistently shows that a donor's likelihood to give again is strongly influenced by their early-year experience, how quickly they are stewarded, informed, and re-engaged after year-end giving. Donors who feel connected to an organization's mission beyond a single transaction are far more likely to renew their support throughout the year.

Use this quieter month to shift from asking to listening. Share a brief impact update, invite feedback, or reaffirm how donors' generosity fuels your mission in the year ahead. Thoughtful stewardship in January sets the tone for trust, transparency, and sustained relationships. As the new year begins, remember: fundraising isn't just about starting fresh, it's about continuing the relationship you've already built.



The January Education Session was a big hit, drawing strong engagement and positive feedback from attendees.

A big thank you to **Ken Miller**, CFRE, for leading the session and delivering timely, practical

January Education Session Recap

Participants learned that digital giving now represents a significant and growing share of overall philanthropy, with mobile devices accounting for half of all online donations. The session emphasized prioritizing the "Big Four" digital channels: website, email, Google, and Facebook, and highlighted best practices for websites and donation pages, including prominent donate buttons, multiple landing pages, mobile optimization, clear contact information, and proper use of tools like Google Tag Manager and SEO strategies to improve visibility and donor experience.

Email and social media strategies were also key themes, with a strong reminder that an organization's email list is one of its most valuable assets. Effective email fundraising relies on personalization, clear calls to action,

insights on digital fundraising that participants found immediately useful. Many appreciated the clear strategies and real-world examples that made the content both accessible and impactful.

thoughtful campaign planning, and strategic timing, while social media, especially Facebook, plays an important role in awareness-building, targeted advertising, and integrating donation opportunities.

Attendees - Please remember that your participation in the session is worth **2-CFRE** continuing education credits.

Faces of Fundraising

This month, we're proud to spotlight **Amy McGovern**, our Chapter President and a dedicated leader in the fundraising community. Amy's passion for fundraising, professional growth, and relationship-centered philanthropy continues to strengthen our chapter and inspire those around her. We're grateful for her leadership and commitment as we begin a new year together.



Amy McGovern
The Methodist Foundation for Arkansas

Amy McGovern is the Director of Development for the Northwest Arkansas Office of the Methodist Foundation for Arkansas (MFA), a role she's held since helping open the NWA office five years ago. She left her development position at The New School in Fayetteville to join the MFA team based in Little Rock, where the mission is to establish and manage charitable funds that strengthen and expand Methodist ministries across Arkansas. Amy works with Methodist churches throughout Northwest Arkansas and the River Valley, as well as local nonprofits that align with the Foundation's grant priorities—and through AFP NWA, she's already partnered with several nonprofits through grants and sponsorships.

A Fayetteville native, Amy returned home after spending 10 years with the U.S. Foreign Service, serving in Mexico, Honduras, Barbados, and France. (Yes, she has *many* stories.) She earned her BA in Sociology from Hendrix College and an MBA from the University of Arkansas at Little Rock. Before her globetrotting days, Amy worked at her alma mater, eventually becoming Director of Admission and Interim Vice President for Admission, and later served as Director of Admission at Saint Mary's Hall in San Antonio.

Amy lives in Bentonville with her husband, Michael, their blended family of four kids, and what can only be described as a small zoo: three dogs, four cats, and two crested geckos. A lifelong animal lover, Amy dreamed of becoming a veterinarian—until she took Cell Bio at Hendrix. Twice. (Barely passed. Dreams adjusted.)

Fun fact: Amy's first car was a white 1974 Volkswagen Bug named *Rufus the Razorbug*, complete with Razorback decals, a horn that played the Arkansas fight song, and the license plate RZRBUG—long before the current U of A Razorback Bug, for the record.

Amy is excited to work with the board and celebrate AFP NWA's 25th anniversary as its own chapter—bringing energy, experience, and maybe a few good stories along the way.

Thank You 2025

Be The Cause Donors!

Thank you to AFP NWA's

2025 BE  CAUSE donors!

Alison Hiett	Eva Terry	MacKenzie Miller
Allison McElroy	Frankie Rankin	Mallory Garrick
Amy McGovern	Joy Morris	Megan Cuddy
Angie Albright	Gay Prescott	Michael Williams
Brittney Gulley	Jaclyn Keeter	Natalie Burgess
Bryan Collom	Jamie Dietrich	Nicole Benedict
Cadi Stair	Jessica DeBari	Peggy Boyles
Carol Cooper	John Matsko	Peyton Stewman
Casey Cowan	Julie Olsen	Rhonda Bramell
Christina Hinds	Kate Richardson	Sadie Organ
Courtney Voigt	Kayla Lacavera	Sara Eichmann
Danica Stout	Kellie Knight	Stacy Paper
Dee Vaughn	Kelly Horrell	Stacy Seger
Elizabeth Brown	Kelly Kemp-McLintock	Steven Hinds
Elizabeth Shackelford	Kelly Sampson	Sydney Bright
Emily Ironside	Lauren Husband	Tyler Clark
Emily Rappe Fisher	Lindsay Dixon	Vanessa McKuin

Made a 2025 BE the CAUSE gift but don't see your name listed?
Email Lauren Husband at lh Husband@springdalear.gov.

BE  CAUSE

Empower. Strengthen. Transform.

BE the CAUSE is the Foundation's annual, unrestricted fund that supports all four pillars of our Case for Support. BE the CAUSE helps to fund local, national, and international programs including scholarships, leadership development, education and much more.

A portion of every donation that a donor makes goes back to their local chapter to support local programs.

[Donate Here!](#)



Save the Date!

Wednesday,
March 11, 2026
Education Session

Mark your calendars now and plan to join us for AFP
NWA's 2026 Education Sessions.

In March, we will be focusing on **Advocacy in Action** and
Engaging your Board.

You won't want to miss this powerhouse session!
Lauren Marquette, LSW from Susan G. Komen, **Laura Kellams** from Arkansas Advocates for Children and Families, and **Stephanie Brown** from Milestone Leadership will be sharing strategies and knowledge.

Wednesday,
May 20, 2026
Education Session

Chapter Webinars

Webinars are FREE for Members of AFP NWA!



AFP Webinars are free for members, last 60 minutes, and each qualifies for 1 CFRE credit. To register, click the webinar link, log in to your BlueSky Path account (or create one), add the session to your cart, and enter the discount code below to zero out the price. The webinar will appear in your Purchased folder to watch live or anytime through December 31, 2025.

[2026 Webinars](#)

AFP NWA Job Board

Looking for your next opportunity?!

Be sure to check out the AFP NWA Job Board for the latest fundraising positions in our community! Don't miss out... new opportunities are added regularly!

The latest job opportunities:

[Volunteer Operations Coordinator - NWA Children's Shelter](#)

Endowment Director - Fort Smith Public Library
Donor Relations Coordinator - Hope Cancer Resources
Generosity Coordinator - Immerse Arkansas
Executive Director - Samaritan Community Center

If you have a job opening you would like posted on the website, please send either a link to the job or a pdf of the job description and contact information to afpnwa@gmail.com.

[More Jobs Here!](#)

Need to Join or Renew

The Association of Fundraising Professionals (AFP) and the Northwest Arkansas Chapter of the AFP offer members the opportunity to connect with colleagues, engage in creative thinking, network with new friends and achieve great results in their work.

Membership Value Highlights

- AFP NWA Chapter Monthly Education Sessions
- AFP National Webinars
- Mentorships
- Networking with area fundraising professionals
- Monthly Chapter Newsletters
- Add more: AFP NWA Chapter

Website: <https://community.afpglobal.org/afpnorthwestchapter/home>

For questions about your membership, please contact
Amy McGovern, AFP President.

[Join/Renew Now](#)



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