



Fundraising Fact of the Month:

Early Donor Engagement Increases Yearly Giving

Spring is one of the most strategic times of year for donor engagement. Research consistently shows that donors who give earlier in the year are more likely to give again before December, increasing their total annual giving.

For fundraisers, **March** is an ideal moment to reconnect with supporters, share early-year impact updates, and invite donors to stay involved throughout the year. A simple stewardship touchpoint now can lay the groundwork for stronger year-end giving.



AFP NWA Education Session

Thank You for Joining Us!

Advocacy in Action

We were honored to have **Lauren Marquette** of Susan G. Komen and **Laura Kellams** of Arkansas Advocates for Children and Families lead an engaging conversation on advocacy and

lobbying at the state and federal levels. They reminded us that public policy can shape the realities our communities face, sometimes creating inequities, but also creating opportunities for meaningful change.

As fundraisers and nonprofit professionals, our voices can help lawmakers better understand how policies impact their constituents. Lauren and Laura encouraged attendees to take small steps toward advocacy by staying informed through policy alerts, learning who their lawmakers are, and being strategic about how advocacy can support their mission and community. We are grateful for the insight and encouragement they shared.

Engaging Your Board

Building on the theme of strengthening our organizations and communities, **Stephanie Brown** of Milestone Leadership shared valuable strategies for engaging boards by recognizing and leveraging individual strengths.

Stephanie challenged us to think about what it means to be a leader worth following, reminding us that connection often begins with a simple phrase: “Tell me more.” She introduced four practices for becoming a more emotionally intelligent leader: recognizing emotions, regulating responses, challenging our assumptions, and leading with inquiry and empathy. A big thank you to Stephanie for sharing practical tools that can help us cultivate stronger relationships and more engaged boards.



Thank You to our Speakers!



Laura Kellams
Arkansas Advocates for
Children and Families



Lauren Marquette Susan
G. Komen



Stephanie Brown
Milestone Leadership

IDEA Insights



IDEA is how we build communities where everyone can thrive, and how we invite people into the joy of giving.

- **I**nclusion welcomes supporters as they are.
- **D**iversity strengthens our work by bringing many perspectives to the table.
- **E**quity ensures everyone has what they need to participate fully, because generosity isn't one-size-fits-all.
- **A**ccess removes barriers so every person can engage with confidence and joy.

During the March Education Session, IDEA Chair **Peggy Boyles** challenged us to think about belonging. When someone walks into a room, what helps them feel welcome and valued? As fundraisers, it's worth asking: how do we want our clients and donors to feel when they interact with us?

Faces of Fundraising

For **Kayla LaCavera**, fundraising is about connecting people, purpose and possibility. This passion serves her well as our AFP NWA President Elect as she's committed to strengthening the fundraising community in Northwest Arkansas and connecting people to causes that inspire them. We're grateful for her leadership in helping donors see how their passions can create meaningful impact.



Kayla LaCavera
Peel Compton Foundation

Before entering fundraising, Kayla worked as a teacher, where she discovered how much she loved helping others ask questions, explore their curiosity, and discover what motivates them.

Fundraising became a natural extension of that passion. Today, she finds the most rewarding part of her work in the relationships she builds and in watching supporters move from learning about an organization to becoming deeply invested in its mission.

As a leader, Kayla emphasizes collaboration, listening, and authenticity. She believes the strongest fundraising leaders focus on building long-term trust and helping donors understand the role they can play in advancing a mission. One lesson that has shaped her work is that people give to people before they give to organizations. When donors feel valued and connected to the mission, generosity naturally follows.

Kayla values AFP NWA as a place for professional growth and meaningful connection among fundraising professionals. Serving on the board and supporting mentorship initiatives has been especially rewarding, allowing her to give back while helping strengthen the nonprofit community in the region. Outside of work, she enjoys spending time with her family, reading, learning something new, and recharging with quiet moments outdoors.

Thank You 2025 Donors!

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

Made a 2025 BE the CAUSE gift but don't see your name listed?
Email Lindsay Dixon at lindsay.dixon@lls.org



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 for

April 8
Lunch & Learn

2026 AFP NWA!

April 26-28
AFP ICON



May 20
Education Session

May 21
Spring Social &
Fellowship Graduation

August 19
Education Session

October 22-24
AFP LEAD

November 4
National Philanthropy Day



AFP ICON is scheduled for **April 26-28** in San Diego, CA.

Our Chapter President, Amy McGovern, will be hosting a chapter dinner during the AFP ICON conference. Email amcgovern@umfa.org if you plan to attend AFP ICON.

Register for AFP ICON

Spring Social

Join us on **Thursday, May 21st from 5:30-7:30 PM**
at **Rendezvous Junction Brewery** for
AFP NWA's Spring Social & Fellowship Graduation.



2026 Sponsorship Opportunities

Support the Work of AFP Northwest Arkansas

Interested in supporting and strengthening the fundraising community in Northwest Arkansas? AFP NWA offers a variety of sponsorship opportunities that help make our programs and connections possible throughout the year. Partners can sponsor our Collective Impact Fellowship, Education Sessions, Member Socials, the AFP NWA Newsletter, and more.

Your sponsorship helps us provide meaningful professional development, foster collaboration, and grow the impact of philanthropy across our region. If you have questions or would like to discuss sponsorship options, please reach out to Board President Amy McGovern at afpnwa@gmail.com.

Visit our Website

AFP NWA Job Board

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:

Corporate Giving Officer - Children and Family Advocacy Center
Development Coordinator - Northwest Arkansas Children's Shelter

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.

It's free for members to post job opportunities.

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/afparnorthwestchapter/home>

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

Join/Renew Now



CONNECT WITH US



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