



AFP-CAC March 2022 Monthly Newsletter

CAPITAL AREA CHAPTER

LOCAL CHAPTER NEWS



April Program Meeting

The Current State of Donor Retention and What You Can Do About It

If you're a nonprofit development professional, you've likely heard the term "*donor retention*." It's one of the hottest topics of discussion in the nonprofit sector. But what is donor retention? And why is it important to your organization?

Join us on April 13th as we answer these questions and explore the root causes of poor donor retention rates, as well as the reasons why donors stay loyal. You'll come away with several ideas for improvement based on leading research in the field.

You don't want to miss this session!



[Steven Shattuck,](#)
[Chief Engagement Officer at](#)
[Bloomerang](#)

Date: April 13th, 2022
Time: 11:45 am - 1:15 pm
Location: Virtual

**All Local
Events**

Register Here



THANK YOU TO ALL OUR MEMBERS

We now are 47 members strong and represent 36 organizations! Thank you for investing in a strong professional association in our community. We are growing and you can help! Share the opportunity of AFP with a colleague by bringing them to our next [PROGRAM](#).

If you're not already a member of AFP, we invite you to [JOIN](#)! With your membership, you will enjoy a wealth of career-building programs, educational resources, networking opportunities and exclusive member discounts.

**Learn More About
Membership**

Member Spotlight with Karen Wenk - Associate Director of Development at MSU College of Natural Science

I actually began my fundraising career because of my success running the Honolulu Marathon in December 1998. I started training on July 1 and in mid-December, finished the race in four hours. I realized that taking a chance on something can turn out to be really positive. I then had the courage to change jobs.

I worked for the Michigan Department of Agriculture for 10 years promoting Michigan foods and wines. GREAT job until budget cuts. Toward the end of my tenure, I raised money for a conference we were having. One of the potential sponsors wanted the director of MDA to call him and ask for the gift. Our director just couldn't do it. I realized that not everyone was comfortable asking for money.



Marti Heil used the same daycare that we did. I mentioned to her one day, "I think I want to go into fundraising in my next life". That started the ball rolling and I got a job with MSU in March 1999. My first role was raising money for Campus Beautification, the W. J. Beal Botanical Garden and Hidden Lake Gardens which is 65 miles southeast of campus.

Sharon Castle is a founding member of our chapter, and she has been a great friend. She was the one who got me involved with AFP (then called NSFRE—National Society of Fundraising Executives) in 1999 and I've been a member ever since. I've served on the board as membership chair, programming chair, "Be the Cause" chair, and president. I was also co-chair for our first day-long spring conference featuring Tom Ahern and

Simone Joyaux.

The networking I’ve done in AFP has been priceless. Getting to know folks from other non-profits and learning about their successes and challenges has been fabulous. I’ve also really enjoyed the international conferences. I don’t go every year, but I try to go every couple of years. For my first conference in 2000, I received a Chamberlain Scholarship. (Dollars that came back to our chapter based on the money we raised for the “Be the Cause” campaign.) Even though I’ve been in this profession for many years, I still learn from others who share their stories and from speaker at meetings. AFP has been very important to me both professionally and personally.

Connect With Karen

BOARD NEWS YOU CAN USE



We are looking for YOUR insight on the board. Let AFP-CAC deepen connections in your network and let your ideas and voice as an AFP member shine-join our chapter Board of Directors! To learn more about our chapter leadership, contact our President, [TERRY LANGSTON](#)

January Board Minutes

CAPITAL AREA CHAPTER

FUNDRAISING EFFORTS

BE the CAUSE

Empower. Strengthen. Transform.

BE THE CAUSE UPDATE

Together we can do great things! Our chapter goal for this year is to have 75% of our membership give to [BE THE CAUSE](#). Your donation will fund scholarship opportunities at the International Fundraising Conference, regional and national conferences and trainings to help fundraisers learn about the profession. It also grants funds back to your local Capital Area Chapter of AFP. Invest in the future of our profession by making your gift today!

**Our chapter has raised a total of \$240.00 in 2022.
We're off to a great start by supporting the future of fundraising!**

Make your [BE THE CAUSE](#) gift today.

DONATE NOW

LOCAL AND GLOBAL

EMPLOYMENT OPPORTUNITIES



Job Opportunity of the Month

[Director of Development, American Composers Forum](#)

Remote/hybrid Optional, United States

Visit the [AFP JOB CENTER](#) to stay updated on recent local job postings from our member's organizations. To submit a job posting contact [JESSICA, OUR CHAPTER ADMINISTRATOR](#).

Broaden your search with the postings on the [AFP CAREER CENTER](#) or the [CRFE Job Center](#).

AFP GLOBAL NEWS



[AFP OH, Central Chapter - AFP Fundamentals of Fundraising Course \(Virtual\)](#)

Full participation in the Fundamentals of Fundraising course is approved for 16 CFRE points!

The AFP Fundamentals of Fundraising Course offers a complete overview of the development function, featuring the most current information and techniques. This intensive program will provide an overview of skills, techniques, and program components for individuals with 0 to 4 years of fundraising experience. Designed by experienced fundraising professionals to meet the real-world needs and challenges nonprofit organizations face every day. This program is up to date, including the latest in technology from social media to CRM, with case studies and projects for groups and individuals to make the learning experience both substantive and enjoyable.



Discussion Topic of the Month:

Now I'm in a leadership position, leading the philanthropy team. Is there some kind of expectation or standard around how much I should donate of my personal income?

[Join the Discussion](#)
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MEMBERS ONLY: Educational Resources at Your Fingertips!

To help train you and your staff, members have access to the AFP Online Knowledge Center. You can register for upcoming [WEBINARS](#), [MICRO-LEARNING VIDEOS](#), [E-LEARNING COURSES](#) and along with other courses at a discounted member rate. [FREE WEBINARS](#) are available from time to time as well. In case you missed the February free webinar it is now ready to be viewed below.



Fresh Starts: Donor Conversations in a Hybrid World

Discover the key contributors to a strong first impression.

Review fundamental questions that will help you uncover your donor's Why
Explore how you can deliver a meaningful presentation that aligns your cause with what matters most to your donor.

MICHIGAN

STATE-WIDE HAPPENINGS



[AFP MI, Greater Detroit Chapter](#)

What Can Arts & Culture Fundraising Teach All of Us?

When: Mar 10th, 2022, from 2:00 PM - 3:00 PM

[AFP MI, West Michigan Chapter](#)

To Do or Not to Do an Annual Report

April 1st from 7:50 am - 9:00 am

GLOBAL

CERTIFIED FUND- RAISING EXECUTIVE (CFRE) NEWS



People often say the CFRE Practice Exam is one of the most helpful study aids they used when preparing for the CFRE exam.

Now it's an even better value!

CFRE has increased the number of questions in the CFRE Practice Exam from 200 to 320. For the same price of \$59.95 for a 30-day subscription or \$99.95 for a 90-day subscription you now get more questions than ever that assess your fundraising knowledge before you take the CFRE exam.

As always, you can test yourself with randomized 100-question tests or mini quizzes. [LEARN MORE](#) about how the CFRE Practice Exam can help you identify where to study and boost your confidence before exam day!

A CFRE is a voluntary credential that is recognized worldwide, and signifies a confident, ethical fundraising professional. To find out how to become a CFRE click [HERE](#).

Keep up to date with your AFP-CAC chapter all month long!

Visit our [WEBSITE](#) and be sure to follow us on [FACEBOOK](#) to be the first to hear about events, news and more!



[CLICK HERE TO
JOIN](#)



2021
Ten Star AFP Chapter