



## AFP-CAC April 2022 Monthly Newsletter

**100%. Yep. That's right. 100% participation from your Board of Directors.**

100% of what, you ask? We have achieved 100% participation from the Board in this year's **BE the CAUSE** Campaign. WOO HOO for AFP-CAC! Now it's your turn. **Will you help us hit our chapter participation "stretch goal" of 80%?**

Each and every day, the important work you do makes an impact on philanthropy around the world. As an AFP member, you continually demonstrate your commitment to professional education, leadership development, and ethical and effective fundraising practice. Together, we can empower fundraisers, strengthen communities, and transform the way donors give. When you make a gift to the **BE the CAUSE**, you are investing in the profession's future and advancing philanthropy. You are investing in yourself and shaping the landscape of tomorrow.

**AND... With the dollars received, our chapter has the opportunity to receive a grant back between 15 to 35 percent in 2022 from AFP Global.**

So... the more you participate and give, the more our chapter gets back to create additional educational programs and provide scholarships for those local non-profits that cannot otherwise afford to attend.

Today, I ask you to join me and the other members of the Board and make your gift. You can go online to **OUR WEBSITE** or send me a direct **EMAIL**. I am happy to help you with any questions and giving options.

**Thank you in advance for your consideration and support!**

Heather Vida, CFRE  
Be the Cause Chair and Former Past President, AFP-CAC

# 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 13<sup>th</sup> 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**

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### Member Spotlight with Kate Gantzer-Hayes - Manager of Membership & Development at Impression 5 Museum

I made a career shift from a background in manufacturing supply chain, and then marketing, to fundraising. Like marketing, fundraising is about telling your organization's stories. Though there are many similarities, I knew there were so many things I needed to learn, *and quickly!* As with many organizations, [Impression 5 Science Center](#) had so much opportunity to grow and develop, and it needed a strong advocate to move its fundraising objectives forward before its 50<sup>th</sup> Birthday milestone on April 20, 2022.

Thank goodness for the Association of Fundraising Professionals! I have learned so much from our chapter and global AFP programs, from the professional network I have built through this group, and from the amazing mentor, Joy Wiseman, who I



connected with in our chapter's mentorship program!  
My favorite thing about AFP-CAC is the people! The folks in this chapter want to see each other succeed and are generous with their advice, experience, and their encouragement. I wanted to give back to this fundraising community, that had been so supportive of me and of the nonprofit I serve, so I joined the AFP-CAC Board of Directors. Deepening my connection with AFP has created even more opportunities for growth. If you are interested in getting the most out of your AFP experience, please consider joining our Board of Directors!

**Connect With  
Kate**

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## 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](#)

**February Board Minutes**

CAPITAL AREA CHAPTER

**FUNDRAISING  
EFFORTS**

**BE  CAUSE**  
Empower. Strengthen. Transform.

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## BE THE CAUSE UPDATE

Have you already made your BE the CAUSE gift? Download and fill out the ["I GAVE BECAUSE..."](#). Share it with AFP-CAC group on our [FACEBOOK PAGE](#) @afpcac.

**Our chapter has raised a total of \$335.00 in 2022.  
We're off to a great start by supporting the future of fundraising!**

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

To see the impact of the support received last year, [CLICK HERE](#)

**DONATE  
NOW**

LOCAL AND GLOBAL

## EMPLOYMENT OPPORTUNITIES



### Job Opportunity of the Month

#### [FUNDRAISING COORDINATOR](#)

Global Commons Alliance  
Remote, Remote, 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



## Free Members Only AFP Webinar



### Cryptocurrency & fundraising: 5 tips for success in 2022 FREE AFP Webinar

Join Patrick Schmitt, the Co-CEO of [FreeWill](#), to learn the basics of crypto, the trends and changes impacting crypto giving, and how nonprofits can fundraise and accept crypto donations in 2022.

[REGISTER HERE](#)



## Discussion Topic of the Month: QR Codes

We would like to add a QR Code for donations. Does anyone have any advice in regard to best software, ideas on how to get started, and what the benefits are?

[Join the Discussion](#)  
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**MEMBERS ONLY**

## Brand-new slate of Affinity Group Meetings begins on April 18

Are you interested in having thoughtful conversation with like-minded fundraising professionals related to various topics in fundraising? Consider registering for one of our upcoming affinity group meetings!

### Upcoming Meetings

Black/African American – Monday, April 18 (12 - 1 pm Eastern)

[Click here to register](#)

Health – Monday, April 18 (2 - 3 pm Eastern)

[Click here to register](#)

Faith Based – Tuesday, April 19 (2 - 3 pm Eastern)

[Click here to register](#)

AFP/CFRE International - Wednesday, April 20 (11am - 12pm Central European / 5 - 6am Eastern)

[Click here to register](#)

LGBTQ+ - Wednesday, April 20 (1 - 2 pm Eastern)

[Click here to register](#)

Working Moms - Wednesday, April 20 (3 - 4 pm Eastern)

[Click here to register](#)

Arts & Culture - Thursday, April 21 (11:30 am - 12:30 pm Eastern)

[Click here to register](#)

Asian Pacific Islander – Thursday, April 21 (3 - 4 pm Eastern)

[Click here to register](#)



### AFP MI, Greater Detroit Chapter

[SOCIAL SERVICE FUNDRAISING TIPS YOU CAN USE IN OTHER ARENAS](#)

When: April 14th, 2022, from 2:00 PM - 3:00 PM

Free Webinar



**Erica Waasdorp**

President,  
A Direct Solution and  
Monthly Giving author

**ASK THE EXPERT:  
EVERYTHING YOU  
ALWAYS WANTED TO  
KNOW ABOUT  
MONTHLY GIVING  
BUT WERE AFRAID TO ASK**

**Tuesday, April 19th**

9:00 AM  
(Eastern Time)

Registration Required



**J Milito & Associates, Inc.**

Professional Fundraising Services

GLOBAL

**CERTIFIED FUND-  
RAISING EXECUTIVE  
(CFRE) NEWS**



**CFRE REFRESHER COURSE**

**Sep 13th-27th, 2022 10:00 AM to 01:00 PM (ET)**

**Associated with [AFP MI, Greater Detroit Chapter](#)**

The AFP CFRE Refresher Course is an intensive (16-hour) program intended to provide an overview of the six knowledge domains of the CFRE exam. The course is presented in a combination of a high-level review, self-exploration of knowledge and peer exchange of best practices – all of which are facilitated by a knowledgeable fundraising practitioners from across the State of Michigan. All sessions will take place via Zoom.

**[REGISTER NOW](#)**

**The CFRE application process: Step-by-step webinar**

**Free | 1 hour, Thursday, April 28th 1:00 PM**

Whether you're far along with your CFRE application or haven't yet started, this webinar is packed full of tips you won't want to miss. You'll learn everything you wanted to know about assembling your application so you can hit the mark the first time.

[\*\*REGISTER NOW\*\*](#)

### **Next CFRE application deadline: April 15th**

It's nearly here! [Submit your CFRE application](#) by 11:59 p.m. on April 15 and you'll be eligible to sit for the CFRE exam during any [testing window](#) from April 15, 2022, through March 15, 2023. You'll have plenty of [time to study](#) for the CFRE exam.

*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**



**2022  
Ten Star AFP Chapter**