



AFP-CAC July 2022 Monthly Newsletter



A message from Chapter President Terry Langston

In a recent piece to AFP membership, [President & CEO Mike Geiger](#) noted that the current fundraising landscape is challenging, and that the most important factor is what you do as a fundraiser has the most important impact on your organization's fundraising. To that point, I want to encourage you to focus your energy during the next few months on building and sustaining genuine, and lasting relationships with your donors.

One of the stories that I have shared before is that sustained relationship building is not only necessary for fundraising success but can only be achieved by putting in the effort. I was guilty, like many of you early on in my career of not wanting to put in that effort. Early on, I thought I could escape the building relationship piece by going straight to asking for funding support. Luckily for me, one individual saw through that and helped me correct it. Here is that example.

Years ago, I led a statewide effort to raise about \$2.3 million for a statewide initiative. I led a team of three fundraisers in this effort. We put on a glitzy press conference and had supporters pledge their support publicly. After the event, we divided up the names, and got to work.

One of the individuals who I was responsible for stewarding a large gift, stated publicly that he and his family would give a sizeable amount. I scheduled the appointment, showed up at the Country Club, and to my surprise, he quickly sized me up. In just two minutes, I went from having a gift to not. "Young man, you are only here for my money. You don't know a thing about who I am, what my family supports, and why we give. I have decided to not give." And just like that, I was sent

packing with no funding in tow.

Several years past, and I had a chance to reconnect to that same donor in an interesting way. As part of a foundation board, I was charged with meeting with donors and making asks. This time, I spent a great deal of time learning and understanding why he supports the nonprofits he and his family supports, what are their motivations, and hopes. At the end of a yearlong relationship building process, I asked him to support the foundation. He said yes!

Upon presenting me and the foundation staff with a first check of two, we reminisced about the previous interaction., and how that ended. He noted, "Terry, I appreciated you taking the time to learn about my family, our motivations for giving, and why we support our community." I, in turn shared with him that I appreciated the relationship and learning more about why they give.

While the example is not sexy, this true story illustrates that there are no short cuts to forging sustainable, lasting relationships. **"YOU HAVE TO DO THE HARD WORK OF SPENDING TIME, GETTING TO KNOW SOMEONE, AND FORGING A REAL, GENUINE RELATIONSHIP"**. My sustained monthly visits, telephone conversations, and willingness to show up at their events not only paid off in real, tangible funding support for our organization, but it also allowed me to develop a lifelong friend and colleague. I grew as a fundraiser because I learned the biggest lesson ~ this work is about relationships, not money.

Yes, we did raise the \$2.3 million for the statewide initiative, exceeding that by half a million. More than that, however, I counted my newfound relationship as more important than any fundraising accomplishment. *This relationship allowed me to grow and become the person that all fundraisers want to be – focused on donors, and not chasing money.*

During the next few months, I encourage you to invest the time and energy in developing real, sustainable relationships with your donors. They do pay big dividends when we are genuine, honest, and transparent. That means not just seeking their dollars but working to understand their why!

Your friend in fundraising,

Terry Langston, Chapter President
AFP-Capital Area Chapter

CAPITAL AREA CHAPTER

LOCAL CHAPTER NEWS



**AFP-CAC August Virtual
Program:
Social Justice Through
Philanthropy**

Nonprofits have always been at the forefront of social justice and nonprofit leaders have always been role models and champions advocating for policy change that improves the community and the lives of the people they serve.

Philanthropy plays a crucial role in access to power and a seat at the table. Outreach to those who have been marginalized and decreasing barriers has become an essential equity tool.

You're invited to participate in a conversation about how fundraisers can strategize to expand their cultural competency, welcome more diverse donors, and address unconscious bias in preparing for major and planned gifts.



[Regina Pinney](#)
Executive Director, **[Nonprofit Network](#)**

When:

Wednesday, August 17, 2022 from
12:30 PM to 2:00 PM EDT

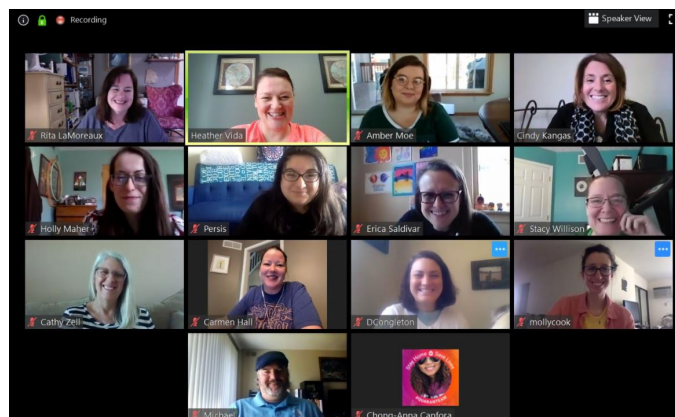
[Add to Calendar](#)

Where:

This is an online event.

**All Local
Events**

Register Here



**Wondering What Virtual Resources Do You Get with Your AFP
Membership?**

- [Access to AFP Connect](#), our acclaimed online forum where thousands of fundraisers interact, ask questions and provide answers.
- Introductory-level fundraising courses through [Blackbaud University](#) covering the basics of fundraising, marketing and more.
- [Micro-learning videos](#) and [member-exclusive webinars](#) to keep you up to date on key industry trends: More than 100 to choose from for fundraisers of all skill levels, whether you have a couple of minutes or a couple of hours.
- Ground-breaking [research results](#) that inform the nonprofit sector on the latest trends in fundraising.
- Career advancement tools like negotiation workshops through the [AAUW Work Smart program](#) and access to the AFP Career Center.
- Profile in [AFP360°](#) powered by Korn Ferry Advance, our online career development platform offering you interview tips, resume review and so much more.
- DISCOUNTED [premium webinars](#) starring the best fundraising experts in the nonprofit sector: 26 brand new webinars each year with an archive of more than 100.
- DISCOUNTED Rates for [AFP ICON](#), the world's No. 1 conference for professional fundraisers: Join us live or watch recordings at your convenience!

We now are **51 members** strong and represent **39 organizations**! Welcome to new members **Jeff Parks** and **Brian Doyle**!

**Learn More About
Membership**

Member Spotlight - Rebecca Bahar-Cook



CEO
[Capitol Fundraising Associates](#)
124 W. Allegan, Ste. 1616
Lansing, MI 48933

Rebecca Bahar-Cook is the CEO of [Capitol Fundraising Associates](#). As such, she develops fundraising plans, executes fundraising events, conducts feasibility studies, consults on capital campaigns, develops direct mail, assists with the designing of solicitation materials, trains others on how to find new donors, assists with board development, and recruitment of volunteer fundraising committee members.

Phone: 517/485-9127

[Email: Rebecca](#)

Why did you join the AFP-CAC and how did you become involved in starting the AFP-CAC chapter?

"I joined AFP-CAC for two reasons. The first is for ongoing education and the second is for fellowship with my fellow fundraising colleagues".

Why do you continue to participate as a member, what does being a member of our chapter do for you?

"I find the programming exciting and informative. It is also a great way to find out what other organizations are doing to fill their fundraising needs".

What is your favorite thing about your involvement with the AFP-CAC?

"My favorite thing, especially during the height of the pandemic, is networking".

Bahar-Cook enjoys teaching groups fundraising best practices. She has provided training sessions to many statewide nonprofits, associations, and candidate training organizations on topics including Board Recruitment and Fundraising, Where to Find New Donors, Fundraising Success – What Works: Tried and New Fundraising Techniques, and Why Corporations Give.

She serves on the board for [Capital Area Michigan Works!](#) Workforce Development Board, [Rotary Club of Lansing](#) Board, [Allen Neighborhood Center](#) Board, [Ingham County Board of Canvassers and Jury Board](#), and [Sparrow Specialty Hospital](#). She also participates in the community as a member of the [Lansing Regional Chamber of Commerce](#) Policy Committee and the [Capital Region Community Foundation](#) Marketing and Communication Committee. Ms. Bahar-Cook served on the [Ingham County Board of Commissioners](#) from 2006-2016.

Ms. Bahar-Cook earned her B.A. from [Michigan State University](#) in 1992. She lives in Lansing, Michigan with her husband, Todd. Her two children also attend MSU.

Submit Your Bio to be Featured in an Upcoming Newsletter

New Member Discount - Ends July 31

In honor of our 62nd Anniversary, AFP will be offering a \$50.00 discount to new members joining the Professional and Associate categories only by July 31, 2022. The online code is AFP2022.



MEMBERSHIP BENEFITS

READ MORE

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](#)

No June Meeting See You Next Month

CAPITAL AREA CHAPTER

**FUNDRAISING
EFFORTS**

BE  CAUSE
Empower. Strengthen. Transform.

Call For Foundation 2023 Fundraising Board Nominations



AFP U.S. Foundation for Philanthropy invites you to participate actively in the Foundation's nominating process this year. Members of the Committee on Appointment rely heavily on 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.

AFP urges 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 in a leadership role.

The AFP Foundation is responsible for generating resources to fund:

- Leadership Development
- IDEA (Inclusion, Diversity, Equity and Access)
- Research
- Ethics

Positions Available in 2023

- Chair-elect;
- One officer - Secretary/Treasurer;
- Fundraising Board Members

You may nominate yourself, a colleague, or invite your chapter to nominate you or a colleague. [Click Here](#) for more information. ALL nominations must be submitted by August 31, 2022.

2023 Nomination Form

We are proud to say we have raised a total of \$725 so far this year!

Make your [BE THE CAUSE](#) gift today or simply Text AFP to 571-749-2699

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



give by cell

**DONATE
NOW**

LOCAL AND GLOBAL

**EMPLOYMENT
OPPORTUNITIES**



Job Opportunity of the Month

[Director of Development](#)
FERNWOOD BOTANICAL GARDEN

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 Content



(Complimentary Webinar) Speaking Truth to Power: How to Prevent and Deal with Sexual Harassment in Fundraising Jul 28, 2022 01:00 PM

This session provides AFP members with training from Drs. Megan LePere-Schloop and Erynn Beaton, the authors of the recently released report Speaking Truth to

Power in Fundraising: A Toolkit. The authors will provide a brief summary of the research findings and overview of the practical tools and resources available. The majority of the session will be spent engaging in a case scenario discussion for training purposes. Participants can expect to leave the session with a better understanding of sexual harassment in fundraising, action steps to address these issues, and the ability to facilitate one of the case scenarios included in the toolkit.

**REGISTER
HERE**

**Korn Ferry Emerging Leader Affinity
Group Meeting**

Date: August 4th

Time: 2:30 – 3:30 PM ET



Join an interactive professional development webinar presented by representatives of both the AFP and Korn Ferry Advance coaching team. This webinar event will dive into the topic of advancing your career by incorporating external feedback, support, and professional mentorship to further your job and skill growth.

**REGISTER
HERE**



Participate in the Latest Fundraising Confidence Survey!

AFP's latest short survey (takes seven minutes to complete, if that!) gathers data about members' attitudes and plans regarding fundraising, donors and their organizations. We use the data to give members a sense of the general fundraising landscape and allow us to better serve you. Let us know your thoughts!

**Take
Survey**



Discussion Topic of the Month: Promoting and Messaging a Renovation Campaign

One AFP member is on the hunt for helpful hints on how to promote and message a renovation campaign. Do you have experience and want to share your ideas? Reply

[Join the Discussion](#)
>>

Nominations Now Open for 2023 AFP Global Board of Directors

Applications are now open for the 2023 AFP Global Board of Directors! There are 11 open seats, and the deadline to apply is June 13. The Nominating Committee is meeting this July and will select a slate for the calendar year 2023 for the following seats:

- Three Officers for the positions of Chair-Elect, Secretary, and Treasurer.
- Three Vice Chair seats for Membership Services, Professional Development and External Relations.
- Five At-large Director seats to serve a two-year term.

[SUBMIT YOUR APPLICATION](#)

Call for 2023 AFP Distinguished Fellows Nominations

The Distinguished Fellows Program recognizes individuals who have made significant leadership contributions to philanthropy and the fundraising profession, and who continue to advance ethical and effective fundraising through their volunteer and advisory work. We are now accepting nominations for the 2023 class of Distinguished Fellows to be recognized at AFP ICON 2023. **The deadline for submission of completed nominations is October 1, 2022.**



[Submit Nomination](#)

GLOBAL

CERTIFIED FUND- RAISING EXECUTIVE (CFRE) NEWS



CFRE REFRESHER COURSE

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 practitioner from across the State of Michigan.

REGISTER

<https://bit.ly/3NOVdNV>





AFP CFRE Refresher Course

The **AFP CFRE Refresher Course** offers development professionals an opportunity to review the main components of a complete fundraising program. It is an intensive program intended to provide an overview of the six knowledge domains of the CFRE exam. The course is not presented in a lecture format; rather, it is 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 practitioner using a caselet approach with components based on fundraising experience at the **five-year level**. Full participation in the **AFP CFRE Refresher Course** is applicable for **16 points (pending)** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Domains include:

1. **Current and Prospective Donor Research**
2. **Securing the Gift**
3. **Relationship Building**
4. **Volunteer Involvement**
5. **Leadership and Management**
6. **Ethics, Accountability and Professionalism**

Participants receive:

- Participant manual
- Approximately 16 hours of facilitated, interactive learning
- A certificate of completion at the end of the course

Registration fee: \$300 AFP members/ **\$360** non-members

For more information on the course, please visit www.afpdet.org or contact Sarah Dysinger at sdysinger@afpdet.org.

For more information on CFRE certification, contact CFRE International at www.cfre.org.

**REGISTER
HERE**

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

Visit our [WEBSITE](#) and our new [LinkedIn](#) page and don't forget to 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