Your Career and Your Online Footprint: The Good, the Bad, and the Not So Pretty

In 2017, CareerBuilder© surveyed over 2,300 HR professionals nationally: 70% use social media to pre-screen job candidates, up from 60% last year (and 11% in 2006). Employers may consider hiring a candidate based on a social media presence demonstrating a professional image, great communication skills, creativity, and background information that supports professional qualifications. That’s the good. Then, there’s the bad and the not so pretty. Employers notice unprofessional content, disparaging comments about former employers, and/or discriminatory comments. Undoubtedly, social media is becoming ubiquitous; in 2015, 65% of adults used social networking sites—a nearly tenfold jump since 2005 (Pew Research Center, 2015). As a fundraising professional, your reputation, on- and off-line, has significant implications for your career.

Jan. 12th—AFP San Diego welcomes Colette M. Murray, JD, CFRE, will the esteemed presenter at our January workshop and luncheon, Creating a Career Tool Box, and How Your Online Footprints Can Hurt Your Career. The workshop and the luncheon are designed for development professionals at any stage of their career. Join your chapter to learn and share best practices to build our careers and take our profession to the next level.

Colette Murray is CEO and co-owner of Paschal•Murray, a national executive search firm specializing in development professionals. She offers 30+ years of experience in senior level advancement. Colette is a major contributor to AFP International, including her instrumental work to establish AFP in Hong Kong. She is also very supportive of AFP San Diego. In 2010, she inspired the Colette M. Murray Fellows Scholarship Program, which has awarded 23 scholarships to encourage diversity in our chapter. On behalf of AFP members from around the world, the AFP San Diego Board thanks Colette for her commitment to our profession.

Fast Track Your Career with Mentorship

Our chapter offers a Mentorship Program as a free benefit to members ($40 for non-members). Fundraisers at any stage of their career can choose areas of interest, and are then matched with experienced professionals providing one-on-one mentorship. If you are interested in the program, either as a hopeful mentee or a volunteer mentor, please contact the 2018 Mentorship Chair at Carlos.Medina@neighbor.org.
December Workshop & Luncheon Highlights

Thanks to the development professionals who joined December’s discussions on board engagement and grants: Cindi Phallen, Create Possibility; Katie Sawyer, San Diego Women’s Foundation; Megan Thomas, San Diego Grantmakers; Vida Gruning, San Ysidro Health; and Carlos Medina, Father Joe’s Villages. Key tips included:

- Develop a “culture of philanthropy” by using language. Replace “ask, give, campaigner, fundraising” with *invite, invest, ambassador, outreach*. The new vocabulary helps shift focus from money to the mission.
- For board members still anxious about “inviting people to invest,” have them start with donor cultivation or stewardship. Then celebrate accomplishments at board meetings, to help motivate them to solicit gifts.
- Success starts with mindset. Believe => Think => Feel => Speak => Behave => **Influence**
- Write proposals to a reader who may not understand “your world,” like you. Reviewers may be volunteers who are not subject-matter experts. When writing, think like a novice and include all relevant data.
- Be realistic about actual costs. Grantors have restrictions, for example some will not support salaries. If they received a proposal to fund program supplies, but the budget omits salary costs entirely, it raises red flags.
- Communicate challenges. Grantors want you to succeed and most will try to be flexible and help reallocate a portion of funds. Communication helps grant makers understand the challenges nonprofits face.
- Before applying make sure you understand the funder’s strategy and that it matches your mission, so you don’t waste your time. Also, remember stewardship activities throughout the year are critical post-award.
- Consider non-grant support. For example, a bridge loan may fill an operating cash gap due to the timing of payment on a government contract. Donors want you to succeed and care about your agency’s health.
- Preparation is key to securing large public grants. Read the entire RFP early, thoroughly and often, and meet with all relevant staff (programs, fiscal, compliance, etc.) to discuss roles and responsibilities.
- Partner with staff from your programs, volunteer services, events, and marketing, to develop a year-round grants stewardship plan that communicates the grant was appreciated, used wisely, and impactful.

Job Opportunities

**Reach Outstanding Applicants for Your Open Position** by posting on the AFP San Diego Website. For $100 your ad will run for 90 days (member rate). Contact Georgia.Ringler@afpsd.org. Positions include: North Coast Repertory Theatre, Development Director; San Diego Blood Bank, Senior Director of Development; Community Resource Center, Grants Manager; The Scripps Research Institute, Director of Corporate & Foundation Relations; San Diego LGBT Community Center, Chief Executive Officer; UC San Diego Hillel, Capital Campaign Coordinator; La Jolla Playhouse, Major Gifts Officer; San Diego Repertory Theatre, Director of Development; Premierhire Executive Search, Director of Philanthropy; San Diego Second Chance, Grant Writer; University of San Diego, Hahn School of Nursing and Health Science, Director of Development; The San Diego Museum of Art, Director, Development and Membership; San Diego Opera, Chief Development Officer; Serving Seniors, Development Director, Annual Giving. Resources available on the Career Development tab at afpsd.org.

**Questions, Comments, Contributions to Next Month’s Hotsheet?**
For program information contact Georgia Ringler, Chapter Manager at (858) 212-1706 or Georgia.Ringler@afpsd.org. To partner with AFP San Diego and/or to contribute to next month’s AFP newsletter, contact Laura Rice, Director of Fund Development, GIRL SCOUTS SAN DIEGO, at lrice@sdgirlscouts.org. Thanks to Carlos Medina, Grants Officer at FATHER JOE’S VILLAGES for co-editing this edition!