Hello, Fellow Fundraisers,

April is Volunteer Month and we are all busy thanking those who are making such a difference at our organizations. We love our volunteers, they make the impossible possible. The Greater Detroit Chapter of AFP is no different except that our volunteers are YOU.

Our Chapter board and committees consist of our members, people who work hard? every day to improve the world through their organizations, yet who also take the time to strengthen our profession. They work to support our members, provide top-notched educational programs and networking events, address the challenging tasks of Chapter diversity and inclusion, mentor those new to the profession, and plan one of the best National Philanthropy Day celebrations in the country. The Greater Detroit Chapter returned from the recent AFP International Fundraising Conference with three awards in hand, thanks to our volunteers.

So for all of you who are current and past volunteers for our chapter, we dedicate this month to you. Thank you!?

Paula Brown, CFRE
President

Featured Program

Retain to Sustain! Tips and Strategies for Developing a Top-
Notch Donor Retention Program

Tuesday, April 21, 2015
9:30am - 11:30am

American Cancer Society
20450 Civic Center Drive, Southfield, MI 48076

Cost: $25.00 AFP Member; $40.00 Non-AFP member

Light breakfast options will be provided

REGISTER NOW!

Fundraising has a major problem facing its sustainability, and it has nothing to do with the charitable tax deduction, the transfer of wealth or the new generation of donors—the millennial's. It has everything to do with donor retention.

Average retention rates for first-time donors hover at a dismal less than 30 percent. Yet acquisition cannot be the whole solution—not when studies reveal that acquisition costs seven times as much as retention. It’s more cost-effective to keep donors than to chase new ones.

A well-executed, strategic donor relations program is key to sustainable fundraising. In this session we help you rethink donor relations practices and offer specific tips for more powerful acknowledgments, stewardship and impact reporting, recognition, and donor engagement.

Speakers

Lynne Wester is a frequent conference speaker and well known resource for donor relations and fundraising expertise. She has been featured in The Washington Post, CURRENTS magazine, The Chronicle of Philanthropy and other industry publications. It is her personal philosophy that the goal of any great fundraising operation is to use strategic communications and interactions to foster the relationship between the organization and its constituents and friends. If we are effective with that strategy, they will be engaged in a way that drives them ever closer to embracing the organization’s mission and values.

Anne Schenk serves as vice president of advancement Gleaners Community Food Bank of Southeastern Michigan, which consistently ranks among the top 10 food banks in the country for annual fundraising. Anne has presented on annual giving and other topics both locally and nationally. Before joining Gleaners in 2008, Anne was vice president of communication at the Community Foundation for Southeast Michigan.

Connect with AFP Greater Detroit!

Upcoming Programs

Career Success Institute: CSI 2015
Northeast Ohio Chapter
April 24, 2015
For more information click here.
Strategies and Tools for Major Gifts
Thursday May 14, 2015
American Cancer Society
8:30 am - 11:00 am
Members: $35.00 | Non-Members: $ 50.00
Register Now!

Engaging Your Board in Fundraising for the Small Shop
IHQ Webinar - Attend in person to view
Wednesday May 20, 2015
University of Michigan-Dearborn
University Center in Kotchoff Hall A
12:30 pm - 2:30 pm
Members: $10.00 | Non-Members: $ 25.00
Register Now!

Inclusive Nonprofit Workplaces: Impacting Your Bottom Line
MNA Program
Wednesday June 3, 2015
McGregor Memorial Conference Center
Wayne State University
8:30 am - 4:00 pm
Register Now!

View the complete AFP Calendar of Events

Current News

Detroit Fundraiser Richard Martin Honored for Lifetime Service to the Profession

Richard K. Martin., CFRE, an outstanding fundraiser who has been a leader in Michigan and around the world in encouraging the profession to address the issues of diversity and inclusion, is the recipient of the Chair’s Award for Outstanding Service presented by the Association of Fundraising Professionals (AFP).

Martin is Chief Advancement Officer for Lutheran Social Services of Michigan, one of the largest faith-based nonprofits in the state, with 80 programs in 44 cities.

The Chair’s Award is given to individuals for exceptional service to AFP, the fundraising profession and the philanthropic community. Martin is the 17th recipient of the honor since its inception in
1982, and will receive the award on March 28, at AFP’s Celebration of Philanthropy Banquet during the International Fundraising Conference in Baltimore, Md.

After nine years in manufacturing and finance, Martin left to pursue a career in philanthropy because, in his own words, he “felt a longing to serve people.” After over twenty years in the philanthropic sector, he is chief advancement officer for Lutheran Social Services in Detroit, MI where he directs a twelve-person staff in the areas of fundraising, communications and public relations for the Lower Peninsula region of Michigan. As a senior administrator, he also helps guide the $120 million nonprofit in service delivery and business development.

Throughout his career, Martin has dedicated his time and efforts to introducing African-Americans to careers in fundraising and tirelessly encouraging individuals and organizations to create a welcoming culture for diversity. He has taught and mentored thousands of fundraisers in techniques and practices of professional fundraising.

“Philanthropy is a means to connect people with causes they care about,” says Martin, a Sterling Heights resident. “I’ve been so honored to work in a vocation that serves everyone. My career journey is one of creating space for altruistic expression and diversity.”

Martin helped form the African-American Association of Fundraising Professionals (AAAFP), which provides support, education and mentoring for African-American fundraisers in the Greater Detroit area. During discussions with AFP on how to support AAAF, he helped create the proposal that would become AFP’s Diverse Communities in Fundraising Program. The program has become AFP’s key diversity outreach initiative and a blueprint for its inclusion work around the world.

Martin has contributed to the profession in many other ways as well. He led the AFP Greater Detroit Chapter as Chapter President in 2007 and 2008. He also served on the board of AFP International, including two years as treasurer of the association, and is a member of the AFP Foundation for Philanthropy’s Leadership Society. He has also worked with CFRE International in keeping the Certified Fund Raising Executive (CFRE) fundraising credential current and updated with trends and changes in the profession.

---

**National Philanthropy Day Award Nominations**

**National Philanthropy Day** is the Association of Fundraising Professionals (AFP) Greater Detroit Chapter's premier event, to celebrate and honor the passion, commitment and leadership of Southeastern Michigan’s philanthropists, distinguished volunteers and those in the fundraising profession. We will be hosting National Philanthropy Day on Thursday, November 12th at the COBO Center in downtown Detroit.

Nominations are now being accepted for the 2015 Philanthropy Awards in eight award categories. Categories and criteria are outlined below. For a list of past awardees, [click here](#).

**Max M. Fisher Award for Outstanding Philanthropist**

Presented to an individual or family with a proven record of exceptional philanthropic generosity.
**Edmund T. Ahee Jewel Award for Outstanding Volunteer Fundraiser**
Presented to an individual who has demonstrated exceptional leadership skills in volunteer fundraising.

**Outstanding Corporation Award**
Presented to a corporation or its corporate foundation for demonstrating outstanding commitment to philanthropy and the community.

**Outstanding Foundation Award**
Presented to a private foundation that demonstrates outstanding commitment to philanthropy and community involvement.

**Dr. John S. Lore Award for Outstanding Fundraising Executive**
Presented to an outstanding individual fundraising executive who practices his or her profession in an exemplary manner.

**Sparky Anderson Award for Youth in Philanthropy**
Presented to a young philanthropic individual personally involved and actively engaged in a philanthropy project.

The AFP Greater Detroit Chapter also presents two local awards:

**Neal Shine Award for Media Commitment to Philanthropy**
Presented to an individual with at least 20 years of media activity who shows a commitment to making metro Detroit a better place to live, and developing leadership and personal involvement in others.

**George W. Romney Award for Lifetime Achievement in Volunteerism**
Presented to one or more individuals who have contributed many years of service to the community and who have exhibited quality fundraising and personal giving.

---

**Marjorie S. Fisher Fellows Class of 2015**

Thanks to the generosity of the Max M. & Marjorie S. Fisher Foundation, as well as a strong group of applicants, the Marjorie S. Fisher Fellows class of 2015 is our largest to date! The class of 2015 includes 16 fundraisers who work for non-profit organizations serving the city of Detroit.

The Marjorie S. Fisher Fellows program strives to educate and empower the future generation of fundraisers in the region. Over the past three years, 28 fellows have completed the program.

---

**Vote for Our 2014 AFP Greater Detroit Awardees for the National Philanthropy Day Honors Contest**

AFP Greater Detroit has entered some of our 2014 National Philanthropy Day Awardees into the AFP 2015 National Philanthropy Day Honors Contest.

Each day, you can place one vote in each category for your favorite nominee! To vote click [here](#).

*The final day to vote on the videos is 11:59 p.m. EDT on May 1.*

Our AFP Greater Detroit Chapter nominees are:

**Outstanding Philanthropist**
Marcia and Eugene Applebaum
**Outstanding Corporation**
Strategic Staffing Solutions

**Outstanding Volunteer Fundraiser**
Eugene and Elaine Driker

**Outstanding Foundation**
The Jewish Fund

**William R Simms Outstanding Youth In Philanthropy - Individual**
Mark Hooven

---

**AFP Career Resources**

**Looking to hire an AFP member for your development team?** Post your position on the [AFP Greater Detroit website](http://www.afpgreaterdetroit.org/). Thirty day postings are $100.00 for AFP members and $200.00 for non members.

**Looking for a new job?** There are several open positions on the AFP Greater Detroit Job Bank. Positions recently posted include:

**Assistant Director of Annual Fund**
Cranbrook Educational Community

**Executive Director**
Insideout Detroit

**Senior Advisor to President on Leadership Gifts**
Sphinx Organization

**Director of Development**
The Food Bank of Eastern Michigan

**Director of Development**
Crime Stoppers

**Major Gifts Officer - School of Law**
University of Detroit Mercy

**Executive Director of the Owens Community College Foundation**
Owens Community College Foundation

**Major Gifts Officer (Leadership Giving Specialist)**
Humane Society of Huron Valley

**Senior Vice President & Chief Development Officer**
Michigan Humane Society

**Associate Director of Development & Special Gifts - Grosse Pointe Hospital**
Beaumont Foundation

**Associate Development Director**
Boy Scouts of America
Foundation Relations and Grants Officer  
Children's Hospital of Michigan Foundation

Program Officer  
Children's Hospital of Michigan Foundation

Senior Grant Writer  
Sphinx Organization

Fund Development Specialist  
Girl Scouts Heart of Michigan

---

**Sponsorship Opportunities**

Get your name in front of the nonprofit and business community through sponsorship! Start at the heart of fundraising and make a difference across southeast Michigan!

Visit the AFP [sponsorship page](#) for more information!

---

**Join The AFP Greater Detroit Chapter**

Have you been thinking about joining AFP? There is no time like the present! AFP membership gives you access to a network of fundraising and development professionals, the AFP mentor program and discounts on educational programs.

Check out the [TOP TEN REASONS](#) to join AFP!

AFP offers several membership types that can fit with any budget AFP membership starts as low as $75. AFP also offers an [installment plan](#).

If you have questions about your membership please contact Katie Knill at [kknill1@hfhs.org](mailto:kknill1@hfhs.org).

[Click here](#) If you are interested in becoming a member.

---

**Contact AFP Greater Detroit!**

Phone:(248)579-5004

AFP Greater Detroit  
101 Brookside Ln, Suite N  
Brighton, MI 48116

alexandra.risher@afpdet.org