A Message from Our Chapter President

Dear Fellow Fundraisers,

This summer, indulge yourself by exploring the possibility of becoming a Certified Fund Raising Executive, or CFRE.

Over two days in August we will be present the CFRE survey course for those who are preparing for the examination. After I had worked in this profession a few years, I took this course twice. The first time was to survey my career – where did I need more experience and training? Was the CFRE right for me? Did I want to specialize? It was a great investment that provided the information I needed to move into the next phase of my career. The second time was to prepare for the CFRE exam, which I passed on the first try thanks to this course.

Why become a CFRE? For me, I like the recognition I receive within AFP and among my colleagues. I like having a credential that builds credibility in my profession, even if people have to ask what it means (which provides the opportunity to explain I am not responsible for calling during dinner!). It also allows me to be an AFP instructor, which as a former teacher, I really enjoy. Becoming a CFRE is a declaration that you are serious about your work, that this is a professional career and not just a job.

The CFRE survey course is meant as a review, an overview, and not a “how to,” but that being said, I learned a lot from my own participation. Your classmates are others who have reached this next level in their career as well, so conversation and networking are added benefits.

I hope I see you there. I’ll be one of the CFREs who will be teaching part of the course. Perhaps next time, it will be you!

Paula Brown, CFRE
Featured Program

Data for Decision Making

Wednesday, July 29, 2015
8:30 am - 10:00 am
Michigan First Credit Union
27000 Evergreen Rd, Lathrup Village, MI 48076
Cost: $25 AFP Member; $40 Non-AFP member
Light breakfast options will be provided

REGISTER NOW!

Within your donor database lies untold lifetime value. Unfortunately, many nonprofits fail to properly nurture and steward their donors, and are content with high acquisition and high churn. Why let this enormous asset go underutilized?

In this session, we will cover the tenets of effective database management, no matter what program or vendor you use. We will show examples of best practices in data management, communication segmenting, engagement tracking and reporting in order to help your team work smarter, not harder.

Learning Outcomes:

- Be familiar with data management techniques that maximize the capabilities of your database and increase productivity
- Understand very practical segmenting strategies lead to higher response rates from your donor communications
- Learn how to generate meaningful reports that will impact your internal procedures

Speaker:

Mitch Peterson currently serves as an Account Executive at Bloomerang, LLC based in Indianapolis, IN. Bloomerang helps nonprofit organizations to reach, engage and retain the advocates they depend on to achieve their vision for a better world.

With over 14 years of service in the nonprofit arena, he has developed strengths in collaborative team building, project management, and process improvement. His leadership experience includes roles in administration, human resources, and marketing.

With Bloomerang, he is helping revolutionize how databases can be used in the charity world and help bring focus on how improved donor retention and engagement can make a lasting impact on the health of non-profit organizations.

Prior to Bloomerang, Mitch served on the administrative staff of College Park Church in Indianapolis, IN where he helped coordinate an $18M capital campaign and building project which included a new sanctuary and extensive building renovations.

Mitch is a graduate of Taylor University where he received an BA in Business Administration. He received his MBA from Butler University and recently completed his CAPM certification through the Project Management Institute.

Session Topics:
What Every Fundraising Can Do To Stop Falling Retention Rates
Maximize Your Database for Fundraising Success

https://bloomerang.co/resources/speaking

Presentation References: The findings of Dr. Sargeant’s research, as well as the proven principals to truly affect Donor Retention and Loyalty, have been presented with outstanding reviews at numerous AFP International Conventions and The International Fundraising Conference in Europe. In addition, the groundbreaking research has been the basis for training at the Center On Philanthropy and the backbone of much of today’s modern fundraising consulting.

Connect with AFP Greater Detroit!

Upcoming Programs

Data for Decision Making
Wednesday, July 29, 2015
Michigan First Credit Union
27000 Evergreen Rd, Lathrup Village, MI
8:30 am - 10:00 am
REGISTER NOW!

CFRE Review Course
August 6 and 7, 2015
Michigan First Credit Union
27000 Evergreen Rd, Lathrup Village, MI
REGISTER NOW!

National Philanthropy Day Dinner
Thursday, November 12, 2015
COBO Center
SAVE THE DATE

View the complete AFP Calendar of Events

Current News

AFP Greater Detroit Member Highlight

Congratulations to AFP Greater Detroit Member Rachel Klegen, Executive Director of Green Living Science for being honored as one of Crain’s 20 in their 20s! She was a Fisher Fellow in the class of 2013.

"Trying to grow an organization can be a very daunting task, especially when I had never done anything on that scale before. Being a part of the Fisher Fellows program and a
member of AFP provided incredible support on a task that I would have otherwise felt very alone and overwhelmed by," Rachel Klegon expressed in thanking the program.

Why She Won

Rachel Klegon and Green Living Science are building a culture of recycling in Detroit one student, parent and business at a time.

Most Saturdays, you can find Rachel Klegon standing at the entrance to Recycle Here, taking down the number of people coming through the doors of the drop-off recycling facility. She’s there in cold weather and hot, always ready to teach those who pass through the New Center warehouse about the benefits of recycling.

Wearing a green hoodie emblazoned with Recycle Here’s bee logo, you might not guess Klegon is the executive director of Green Living Science, the nonprofit education arm of Recycle Here that has been teaching Detroit’s youth about recycling since 2007.

“Recycling is the first and easiest step to take toward creating habits and making decisions about our environment,” said Klegon.

Click here to read the rest of the article in Crain's Detroit Business.

The Jewish Fund Named Finalist for National Philanthropy Day Honors

The Jewish Fund has been named a finalist for the National Philanthropy Day® Honors, recognizing extraordinary charitable work by individuals and organizations from across North America.

The National Philanthropy Day® Honors are sponsored by by the Association of Fundraising Professionals (AFP), the largest community of charities and charitable fundraisers in the world. AFP works to promote ethical and effective philanthropy and fundraising, and holds an annual honors program to recognize some of the most generous, innovative and dedicated donors and volunteers in the world.

The Jewish Fund is one of the finalists in the Outstanding Foundation award category. Some of their accomplishments include: The Jewish Fund develops relationships with its grantees and is able to both respond to expressed needs as well as strategize for possible solutions. The Fund works closely within the organized Jewish community to generate new ideas and strategies to
respond to ongoing and developing community needs. They are a vital and integral funder, specifically directed toward health and welfare needs, which is frequently not the focus of family foundations. In recent years, The Fund has been proud to focus its general community grantmaking in the areas of early childhood health and access to quality health care.

The Jewish Fund was voted as a finalist by AFP members and the general public. The AFP Awards Committee will make the final selection in July, and the National Philanthropy Day Honors will take place in New York City at the 92nd Street Y on Nov. 12.

More information about the National Philanthropy Day Honors program can be found at www.npdlove.com.

Philanthropy has the power to transform society and fundraisers, like you, play a major role in this process. The BE the CAUSE Campaign embodies the importance and impact of a profession that values ethical and effective fundraising in the world and works in the interest of the public good. The campaign demonstrates what fundraisers do and why we do it.

Your gift is a strategic investment in your chapter and the AFP Foundation, supporting key initiatives such as:
- Diversity & Inclusion
- Professional Education & Leadership Development
- Research
- Scholarships

DONATE NOW!

Looking to hire an AFP member for your development team? Post your position on the AFP Greater Detroit website. 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:

Development Director
CARE of Southeastern Michigan

Marketing and Communications Manager
Food Bank of Eastern Michigan

**Associate Vice President for Institutional Advancement**
Mott Community College

**Senior Campaign Manager - Man & Woman of the Year**
The Leukemia & Lymphoma Society

**Executive Director**
The Futures Foundation

**Executive Director**
Birmingham Education Foundation

**President & CEO**
Junior Achievement of Southeastern Michigan

**Program Officer II**
The Fred A. and Barbara M. Erb Family Foundation

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

**Manager, Alumni Relations and Annual Giving**
Walsh College

**Vice President for Program Operations**
Oakland Family Services

**Development Coordinator - Department of Institutional Advancement**
College for Creative Studies

**Special Events and Corporate Giving Officer**
Children's Hospital of Michigan Foundation

**Director of Development**
University of Michigan - Dearborn

**Director of Development**
The American Red Cross

**Major Gift Officer A - Detroit**
The American Red Cross

---

**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.

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

---

www.afpdet.org | 101 Brookside Lane, Suite N Brighton, MI 48116 | 248-579-5004