

AFP Member Profiles

Name: Judy Calhoun

Date Joined: 6/6/1990



- 1) How did you get into fundraising?
 - My initial introduction to fundraising was from an event side when I worked for the Georgia Easterseals and organized softball marathons over the summer. Then I started really fundraising in my first-time job out of college. I worked for my Alma Mater, Bryn Mawr College, on their Centennial Campaign.
- 2) What keeps you in the field and loving it?
 - The relationships! I love interacting with donors & people who care about the organization that I work for. They want to invest, help us grow, survive, strengthen and be the best organization we can be. To me, one of the best things about development is you spend most of your time working with people that care about the same things you do. It's also fun to see on the organization side the difference you can make in programming and support.
- 3) Can you provide any advice to other fundraisers about fundraising during times of uncertainty?
 - Don't stop asking. Stay in touch. Keep building those relationships. In times of uncertainty, it's easy for organizations to be afraid to continue their normal fundraising efforts but it's really important to continue. You of course have to be considerate and understanding... it's not about guilting people into supporting your organization but it's about getting them excited about what you do. Ultimately, don't lose those connections – now is the wrong time to stop staying in touch! In fact, for some people, now might be the right time for philanthropy so don't stop asking. Yes, there are people who have lost their jobs and are struggling, but there are also businesses and individuals that are doing really well, and I think for many of them, they're looking for purpose and meaning. That's part of what we do is to help people feel more involved in the larger

world, helping to make a difference! It's important to offer people that opportunity to help.

- 4) What is one thing you enjoy doing when you're not fundraising?
- I am a triathlete and have done everything from a sprint to a full Ironman distance!