



Thursday Thoughts

Maximize the Potential of Your Events!

Are your event night guests cross-eyed by the time you're asking them to support your cause? Help them focus in on what really matters--funding your work! During this session we will discuss: top tips for a successful fund-a-need, how to market it in advance, creating an emotional appeal, and utilizing matching funds.

Debby Roth-Bush, Senior Strategic Relationship Manager, Greater Giving, is responsible for recruiting the top U.S.-based auctioneers, event planners and consultants who have a passion for working with non-profits. Debby works with partners and key clients in coordinating on-going training to non-profit fundraising through the Greater Giving Working Smarter Webinars and seminar events. Prior to joining the company, she was the Channel Marketing Manager at Tektronix, coordinating partner activities and planning many of the large corporate training events around the country. She is an active volunteer with several local non-profits. Debby is a graduate of Mendenhall Auction School and has earned her Benefit Auction Specialist (BAS), Auction Marketing Manager (AMM) and Auction Technology Specialist (ATS) designations through the National Auctioneers Association. Debby's professional memberships include the Association of Fundraising Professionals, International Live Events Association, and the National Auctioneers Association.



**Debby Roth-Bush,
Greater Giving**

REGISTER

Job Postings

Veterans Community Projects - [Executive Director](#)

[See all job postings >>](#)

The Importance of Mentorship



Mentoring is important, not just because of the knowledge and skills one can learn from a mentor, but because mentoring also provides access to a broader professional network and personal support to help facilitate career growth. Quality mentoring enhances a professional experience and can positively impact career growth and career evolution. According to

[Forbes Magazine](#), 75% of corporate executives say mentoring has been critical to their career development. Regardless of where you are in your career, finding the right mentor can energize you, provide critical counsel and help you make decisions on your next career move. Read more about the [benefits of mentorship](#), and then apply to be a part of [AFP's Mentorship Program](#)! AFP will help you find that right mentor and further your career, goals and impact on the world.

APPLY TODAY

ReFUND CO: Refund What Matters Most

ReFUND CO offers Coloradans the chance to designate their state tax refund to an eligible nonprofit of choice as they complete a tax return. This initiative, led by the Colorado Nonprofit Association, will enable more nonprofits to be eligible to receive donations through tax returns AND provides an easy way for supporters to give.



Find more information on ReFUND CO, and to determine if your organization is eligible, visit coloradononprofits.org/refundwhatmatters.

Thursday, February 13th
8:00 am - 10:00 am

Building the Pipeline

Speaker:

Lora Adams, Alzheimer's Association

Anyone with fundraising duties in their job description is welcome to attend. Coffee Chats are free to everyone and there is no need to register.

Fluid Coffee Bar

[501 East 19th Avenue, Denver](#)

[Learn More >>](#)



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Member Profile

KUDOS! Celebrating the accomplishments of our members

Kudos to **Jennifer Lackey** on her new job as Chief Development Officer at Food Bank of the Rockies. Her chief responsibility is to oversee the development and volunteer programs for Food Bank of the Rockies. Food Bank of the Rockies is formulating a new strategic plan and Jennifer will be focused on growing revenue and support for the organization to deepen impact and partnerships across 30 counties in Colorado and the state of Wyoming.



If you have some great news to share, like a promotion, a new job, or an award received, email us at AFPkudos@gmail.com. Please note this is specifically to celebrate our Members, so no need to send the results of your latest campaign or event.

Upcoming AFP Events

February 7th

Educational Luncheon: Special Events with
Debby Roth-Bush of Greater Giving

[Register](#)

February 13th

Coffee Chat: Building the Pipeline with Lora
Adams

[Learn More](#)

February 14th

Deadline for Mentor and Mentee Applications!

[Download Applications Here!](#)



Rocky Mountain Children's Health Foundation is seeking a nonprofit organization that is interested in leasing office space in our building starting March 1st.

- Lease includes 4 offices totalling 1,000 sq/ft with parking, shared access to two conference rooms, a reception area and a kitchen/break room
- 2-3 year lease for \$1,500/month, warehouse space available for additional cost

Visit our website or contact Melannie Grimme, Director of Development,
at melannie.grimme@rmchildren.org



Raise **MORE** Money. Do **MORE** Good.

Register NOW for Marcy Heim's MORE Major Gifts Workshop!

Feb 26-28, Arvada, CO, Limit 20 attendees for personalized help.

"Confidence and tools to ASK for the Major Gifts you need!"

Early Bird price of \$397 until Feb 13th. Special guest instructor: Jean Finegan

15 CFRE CREDITS! And Marcy's Book Included!

<http://marcyheim.com/speaking-and-training/moremajorgifts> for
all details. Marcy at marcy@marcyheim.com or 608-772-6777 for info.



AFP is a membership organization committed to advancing philanthropy. We offer resources and create opportunities to help fundraising professionals be the best they can be. We bring fundraisers together to network, grow professionally, and advance our field. **Visit Our Website**

STAY CONNECTED:



AFPCC, PO Box 24745, Denver, CO 80224

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