

On Target

AFP OTTAWA CHAPTER

Summer 2009

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On Target is an electronic publication of the Ottawa Chapter of the Association of Fundraising Professionals (AFP). It is distributed regularly throughout the year.

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Best Practices in our Community: Once Upon a Time ... (The Power of a Good Story)

By Leah Eustace, CFRE

Every day, we are bombarded with upwards of 3,000 attempts to get our attention. It comes as no surprise that we're suffering from information overload.

As fundraisers, how do we make sure that our messages rise to the top of the heap? How do we stand out from the crowd? The answer ... by telling powerful stories and appealing to the heart, not the head.

People believe information more readily, and react more favourably (okay, let's not kid ourselves ... what I really mean is that they donate more) if that information is delivered through story rather than through statistics.

Science backs this up.

Do you remember Baby Jessica? Back in October of 1987, 18-month-old Jessica fell into an 8" wide well. Her 58 hour rescue gained worldwide attention and generated a huge financial response. When Jessica turns 25, she will have access to a trust fund of donations worth more than \$1 million. In 2007, USA Today named Jessica's as one of "25 lives of indelible impact" alongside Nelson Mandela, Pope John Paul II and Mother Teresa.

Now let's look at the crisis in Darfur. The conflict in that region of Africa began in 2003. More than 2.5 million people have been displaced, and as many as 400,000 have been killed. Arguably, Darfur is the world's worst human rights crisis. So why, compared to a story like Baby Jessica, does it garner so little attention and support?

Paul Slovic, a Professor of Psychology at the University of Oregon, wondered the same thing and decided to conduct experiments to figure out what was going on in people's minds. What he discovered was that people's brains are wired to be 'numbed by numbers.' Basically, we will give far more generously to the story of one person than we will to anonymous thousands of people.

Clearly, we as human beings are not ideally set up to understand logic and statistics. We're ideally set up to understand emotion and stories.

So how do we find the stories that are worth telling? Here are just a few things you can do to create a storytelling culture in your organization:

- Ask someone who's been with your organization for a long time to talk about the early days.
- What's your founder's story?
- Talk to the people on the front lines: field workers; doctors; nurses; volunteers; board members; etc.
- Think about your own story: Why are you doing the job you do? How have you been touched by the cause you work for?
- At the end of every day, ask yourself "what happened today that would make a good story?"



Continued on page 3

Upcoming AFP Ottawa Educational Sessions

Next Audioconference

Wednesday June 10, 2009

Topic:

Evaluating Your Development

Program: How Do You

Measure Up?

Speaker:

Lynda Lysakowski, ACFRE

Location:

St. Paul University

Next Breakfast for Success

Wednesday June 17, 2009

Topic:

Summertime!

The Perfect Time to

Hone Your Media Plan

Speaker:

Shirley Roy, Media Relations

Officer, Ottawa Mission

Location:

Hampton Inn Ottawa

Conference Centre

Visit www.afpottawa.ca
and watch your email
in-box for more info!

Call for Ideas

The Education Committee will meet soon to plan the 2009-2010 Education Season.

If you have a suggestion for a speaker or topic, please contact
Bernie Forstel
Education Chair
bernie@forecastresponse.com
Tel: 613.226.8345

Member Spotlight: Rachel Horsely

Fund Development Manager, Mothercraft Ottawa

By Bruce Hill, CFRE

How did you get into the profession?

I first worked in business, then shifted to the non-profit world as a program manager. Over time, more of my energy was being spent on fundraising, so when our organization decided to enhance our fundraising efforts with a full time Fund Developer, I jumped at the opportunity.



What do you like about fundraising?

I love to meet different people associated with the organization and in the community. Using my skills in special events, corporate and foundation solicitations, I relish the success that comes with telling our story.

What advice can you offer to new fundraisers?

Take advantage of AFP Ottawa resources including the mentorship program. If you're new to the profession, volunteer on boards to get a taste of the various sectors. If you've been in the profession for a while, continue to learn and network as much as you can.

Do you do any additional volunteer work?

Volunteerism is part of my family's life outside of work. I volunteer with the Bluesfest and various non-profits when time permits (during this interview Rachel had her one-month old baby on her lap!).

"Ask Eric"

By Eric Dean, FAHP, CFRE

with Dawn Cooper



Eric Dean, FAHP, CFRE
AFP Ottawa President

What is the norm regarding giving by board members and staff? Do most organizations mandate board members to make an annual donation, and should there be a minimum amount? What about staff?

It is best to make board giving an explicit expectation of board service. This is the case particularly for foundation boards, however all charitable boards should discuss this openly and move toward making it an expectation while building in flexibility as necessary. Discuss this during recruitment of new board members, and include it in a Roles and Expectations document. Board members should consider making the charity one of the top three priorities for their personal annual giving budget, demonstrating their leadership and aligning their giving with their volunteer efforts. As with any donor, the amount must be a personal choice, so be careful about setting a minimum gift level.

Similarly, it is wise for fundraising staff members to make a thoughtful gift to the charity they work for. Staff working in programming and other administrative areas should be made aware of the opportunity to donate. However don't assume that staff will donate or suggest that it's an expectation of their employment. Personally, my gifts to my top charities are calculated on a percentage basis. For my hospital foundation, I choose to give between 1% and 2% of gross salary each year – that fits our family giving budget and provides room for our other chosen charities as well. Each of us needs to consider our comfort level based on our family situation, stage of life and commitments.

Please send your fundraising questions to jothurlbeck@rogers.com, with the subject line "Ask Eric." LIRE CET ARTICLE EN FRANÇAIS À LA PAGE 5.

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Best Practices in our Community (Continued from page 1)

- Carry around a notebook and pen to capture interesting insights.
- Invite people to share their stories through your website, reply devices, receipt packages, newsletters, and so on.
- Conduct interviews. All you need is a voice recorder and perhaps a tele-recorder to hook up to your phone.

Finally, how do you tell a story that leaves a big impression? Like any fundraising appeal, the story should have an introduction, a problem, a solution and a result. You want to paint a picture in your donors' minds so that they pay closer attention, understand more easily and respond emotionally.

Tell a powerful, authentic, heart-felt story about one person, and I guarantee the donations will flow in (if you don't believe me, test it!).

Editor's Note: Once Upon a Time ... (The Power of a Good Story) was a popular session, delivered by Leah Eustace, CFRE, Managing Partner of The FLA Group, at the AFP Ottawa 13th Annual Fundraising Day on May 6, 2009. This article represents the 'short version' and those in attendance got all of the details and examples. Be sure to attend next year's Fundraising Day – mark your calendar now for May 2010!

Interested in seeing an On Target article that features your charity or consulting agency? We'd like to hear about a fundraising practice that you successfully established. Contact us at jothurlbeck@rogers.com.

How AFP Ottawa Serves You:

A Word from Your Chair of Mentorship

By Lois Graveline, CFRE
with Michelle Schafer

As Chair of the Mentorship Program, my mandate is to advance philanthropy through education, training and advocacy.

This free, individually customized program is available to all new and existing AFP/CAGP Ottawa members, and matches a mentor with each program participant. Mentors are board members or other local seasoned industry professionals, and typically provide feedback on work-related projects or job-search guidance.



What are the benefits? It is a great opportunity for those new to the industry to receive hands-on mentorship, and for others to develop or expand their network. The program is customized to the individual needs of the protégé, and we currently have 13 participating protégés. Mentors are also given a great chance to "pay it forward" by enhancing philanthropy and participating in the ongoing development of new members.

If you're interested, simply contact me and complete an application form located on the AFP Ottawa website. Mentors and protégés need to commit to each other for six months to one year.

As for me, I have 22 years of local fundraising experience and have been an AFP member since 2002. Being involved with the AFP Ottawa Board allows me to put my experience to work, and to help provide this profession the profile it so richly deserves.

Lois Graveline
Director of Resource Development
Community Foundations of Canada
613-838-5374 ext 2
gravelinel@rogers.com

Meet the
Judges
**15th Annual
Philanthropy
Awards Selection
Committee**

Medin Admasu
Ottawa Community Housing

Lili-Ann Foster
RenaudFoster

Marc Jolicoeur
Borden Ladner Gervais

Max Keeping
CTV

Jim Orban
Ottawa Citizen

Shirley Westeinde
Westeinde Group

Discover
who they choose!

The 15th Annual AFP
Ottawa Philanthropy
Awards
Wednesday,
November 4th, 2009
Canadian War Museum

Dinner. Music.
Celebration.

An evening to
remember.

Tickets on sale now.

Click Here to
Reserve Your
Spot!

News Briefs

LOCAL NEWS

- **CONGRATULATIONS BURSARY RECIPIENTS:** Congratulations to Meaghan Byrnes (Causeway), Chantal Courchesne (Canadian Medical Association), Vanessa Herman (Canadian AIDS Society), Joanne Moss (Canadian Foundation for Animal Assisted Support Services) and Julianne Trewartha (Ottawa School of Art) who received bursaries to attend AFP Ottawa Fundraising Day. These recipients joined 200 area professionals and leaders at AFP Ottawa's 13th Annual Fundraising Day on May 6th.
- **FUNDRAISING IN A DIFFICULT ECONOMY:** AFP Ottawa's own Daniel Clapin, ACFRE shares wisdom from professionals in our community and beyond about how to deal with fundraising in difficult economic times. [Click here to read more.](#)
- **TIPS FROM A RECRUITER – HOW TO ADVANCE YOUR CAREER:** Recent attendees of an AFP Ottawa Breakfast for Success educational session benefited from Ray & Berndston's Melanie Serjak as she shared tips on how to advance your career. [Click here to see the presentation.](#) Attend future sessions to advance your organization and career!
- **MEMBERSHIP RENEWAL COUPON TO SAVE:** Membership renewals with an expiration date of April 2009 or later in the Active and Associate categories will include a coupon so you can pay for two years and deduct \$60 from the total.

NATIONAL NEWS

- **TAX CREDIT EQUALIZATION:** Various AFP chapters across the country are beginning a campaign to call for a consistent provincial tax credit rate for donations that would represent a 50% credit between federal and provincial rates. This would replace the current situation in which tax credits vary from province to province. The Province of Alberta has set the standard with a combined tax credit of 50%. AFP in BC has a formal proposal in front of its government. AFP's Canadian Government Relations Committee has identified the Ontario Government for its next steps. Informal contacts with the Ministry of Finance have set the stage for a more public campaign. Check your recent email from AFP for information about how you can help move this forward now.
- **RESEARCH AS A CHARITABLE ACTIVITY:** CRA has updated its policy on factors that need to be met for research to be considered a charitable activity. [Click here for details.](#)
- **TREATMENT OF ENDURING PROPERTY FOR PURPOSES OF DISBURSEMENT QUOTA:** The CRA Charities Directorate recently released a Q&A document clarifying its policy on requests for disbursement quota relief. [Click here for more information.](#)

CAREER ADVANCEMENT OPPORTUNITIES

- **NOMINATIONS OPEN FOR THE AFP FOUNDATION FOR PHILANTHROPY BOARD:** Positions are available for Chair-Elect, Vice-Chair Development, Secretary/Treasurer and four directors, with terms beginning in January 2010. You are invited to contribute to the Foundation's future success by nominating yourself or someone else. [Click here for all the terms, criteria and more details.](#)
- **FREE PDF DOWNLOADS OF AFP'S POPULAR READY REFERENCE SERIES:** All documents in the AFP Ready Reference Series are available for free, online. [Click here to download your booklets in PDF format and share them with your colleagues \(you will need your membership ID and password\)!](#)

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Parting Quote...

Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.

- Vince Lombardi

AFP Ottawa Community Relations & Communications Committee

Kim Strydonck, CFRE
Benoit Brunet
Dawn Cooper
Leah Eustace, CFRE
Bernie Forestell
Bruce Hill, CFRE
Michelle Schafer

RESEARCH AND TRENDS

• ONE IN THREE CANADIANS REMAIN LOYAL TO DIRECT MAIL GIVING:

One in three Canadian adults donated to charity through the mail in 2008, on par with 2007, shows an FLA Group Study. The number climbs to 65% for those aged 75+. However, donors are narrowing their list of chosen charities, making donor loyalty and retention more important than ever. [Click here for more info.](#)

• FROM THE FIELD - INSIGHTS ABOUT THE LEADERSHIP TRANSITION PROCESS:

Having served several organizations as an interim chief executive, John Corwin describes what it is like for an organization to transition to a new leader. He also offers some helpful advice. [Read more.](#)

• **FOUNDATION RELATIONS:** What do foundations really want? [Click here](#) to find out what they're looking for in a grantor-grantee relationship. For additional advice, [click here](#) for tips on how to build authentic relationships with foundations.

• **GRANTWRITING TIPS:** When writing a proposal for a foundation grant, describe lofty goals and objectives, but not ones that are clearly out of grasp, says fundraiser and short story writer Cheryl Clarke. [Click here](#) to read an excerpt from her book *Storytelling for Grantseekers*.

« Demandez à Eric »

Par Eric Dean, FAHP, CFRE

avec Dawn Cooper et Benoit Brunet



Eric Dean, FAHP, CFRE
Président de l'AFP d'Ottawa

Quelle norme régit les dons des membres du personnel et du conseil d'administration? La plupart des organismes demandent-ils aux membres de leur conseil de faire un don annuel? Doit-on imposer un montant minimal? Qu'en est-il des employés?

Il est préférable que les dons soient une exigence de service au sein du conseil d'administration. Il en est ainsi avec les conseils des fondations. Les conseils des organismes de bienfaisance devraient en discuter ouvertement et en faire une exigence, tout en faisant preuve d'un peu de souplesse, au besoin. Il serait avantageux d'en discuter au moment de recruter de nouveaux membres du conseil d'administration, et de le mentionner dans un document portant sur leurs rôles et les attentes à leur égard. Les membres du conseil d'administration devraient faire de la bienfaisance une des trois priorités de leur budget personnel de don afin d'affirmer leur leadership et d'aligner leurs dons avec leurs efforts bénévoles. Comme dans tous les cas, le montant demeure très personnel. Il faut donc être prudent lorsqu'il est question de fixer un niveau minimal.

Il est sage pour les employés du domaine de la collecte de fonds de faire un don à l'organisme pour lequel ils travaillent. Quant aux employés des domaines de l'administration ou de l'élaboration de programmes, ils doivent être avisés des différentes occasions de don. Mais il ne faut pas présumer qu'ils feront un don, ni suggérer qu'il s'agit d'une exigence d'emploi. Personnellement, les dons que je verse à mes organismes préférés sont calculés selon certains pourcentages. Dans le cas de la fondation de mon hôpital, je verse annuellement entre 1 % et 2 % de mon salaire annuel brut, ce qui convient à notre budget familial et nous laisse une marge de manœuvre pour les autres organismes qui nous tiennent à cœur. Chacun de nous doit déterminer un niveau de don avec lequel il se sent à l'aise selon sa situation familiale, son âge et ses engagements.

Envoyez vos questions dites philanthropiques à jothurlbeck@rogers.ca. Indiquez « Demandez à Eric » dans l'objet.