Purpose

Rather than Chapter or general ideas for managing operations, this toolkit is designed to **clearly define** the roles and responsibilities of the Faculty and Professional Advisors, **provide guidance** on choosing the best people to serve as Advisors and Chapter leaders, **provide best practices** from current Collegiate Chapters for establishing your Chapter as a robust organization within the University, and **suggest other resources** that can prove helpful in building a successful professional development organization. Although some collegiate chapters exist as a ‘student club’ on campus, ultimately, the AFP Collegiate Chapters are professional organizations with a sense of prestige and should be treated/resources provided as such. **Professional affiliations** remain active and reach goals and objectives by utilizing best practices set by fellow organizations.

Table of Contents

1. Roles and Responsibilities of Faculty and Professional Advisors .... 2
2. Chapter Operations ................................................................. 4
3. Best Practices ................................................................. 5
4. Resources ............................................................. 13
5. Appendices ............................................................ 14
1. Roles and Responsibilities of Faculty and Professional Advisors

In some cases, the Faculty Advisor is also the Professional Advisor. The ideal situation is that two separate individuals fill these positions.

Faculty Advisor

The Faculty Advisor:

- is the Collegiate Chapter’s liaison to the University.
- may work to secure the support of the University, financial or otherwise.
- helps coordinate the completion and filing of required forms.
- commits to attend as many meetings of the Collegiate Chapter as possible
- helps manage the Collegiate Chapter’s budget.
- assists students in adhering to University policy and protocol.
- does not have a vote in Collegiate Chapter business, but can advise.
- if applicable, helps to promote collegiate chapter initiatives among university and local sponsoring AFP Chapter/Board

Based on feedback from various Collegiate Chapters, the most successful Faculty Advisor possesses the following characteristics:

- works on the campus which houses the Collegiate Chapter
- is a member of the University Development Staff, faculty within relating NPO/business field or has strong relationships with Development Staff
- has strong relationships with other departments and student organizations throughout the University
- is recognized as a leader among colleagues
- supports the nonprofit sector and youth in philanthropy

Professional Advisor

The Professional Advisor:

- is the Collegiate Chapter’s liaison to the local AFP Professional Chapter.
- locates speakers who are also professionals that can present at monthly meetings and workshops.
· is a member of the University Development Staff or has strong relationships with Development Staff commits to attend as many meetings of the Collegiate Chapter as possible.

· works to secure the support of the local Professional Chapter, financial or otherwise.

· serves as a mentor.

· helps promote and encourage incoming and current student members to utilize benefits of AFP membership.

· approves applications for the AFP Collegiate Fundraising Certificate Program.

· writes letters of recommendation for students applying for jobs in the nonprofit field (or other fields).

· does not have a vote in Collegiate Chapter business, but can advise.

· if applicable, helps to promote collegiate chapter initiatives among university and local sponsoring AFP Chapter/Board

Based on feedback from various Collegiate Chapters, the most successful Professional Advisor possesses the following characteristics:

· at least three years of professional fundraising experience

· recognized as an active leader within their Professional Chapter, either as a Board member, National Philanthropy Day Chair, or other committed volunteer

· significant contacts and relationships with other professionals in the field

· had success raising funds for the University or other nonprofit organization

· has developed great relationships with university leadership
2. Chapter Operations

Operating effectively and efficiently is important to chapter success. One of the best ways to ensure an effective and exciting chapter is to create a personalized Chapter Handbook.

A Personalized Chapter Handbook

- Use the handbook created by the UNF Collegiate Chapter as a model to copy and edit it to make it your own. (Appendix 1)

Succession Planning & Leadership Transition

- When to Nominate New Leadership – Officer Elections are to take place in the spring. Officers need to start identifying new leadership early spring to groom them.
- Set expectations up-front once a student is elected to a position.
- Have job descriptions, term requirements and who the position reports to.
- Documentation and Contingency Plans – purchase an external harddrive to secure files.
- Make sure incoming person understands their position’s Roles and Responsibilities.
- Outline the expectations for Officers.
- Maintain good records for your successor.

Collegiate Accord Process

Each collegiate chapter is required to complete the collegiate accord process yearly by April 30. The purpose of this process is to ensure all AFP Collegiate chapters remain active and all leadership positions are filled. AFP staff will send out e-mail reminders about the deadline to all Chapter Presidents and Faculty Advisors. Required accord documents are located here: [http://www.afpnet.org/Audiences/ChapterNewsDetail.cfm?ItemNumber=2575](http://www.afpnet.org/Audiences/ChapterNewsDetail.cfm?ItemNumber=2575)

Resources from AFP IHQ

- Quarterly Collegiate Chapter newsletter, “Foundations in Fundraising” includes general information, new tools, what’s going at AFP, a feature on a collegiate chapter and copies of all forms with deadlines.
3. Best Practices

This Best Practices section includes many ideas you can use to build an effective and exciting chapter.

**Acquisition and Retention Programs**

- **Acquisition:**
  - Information Sessions/Tables – on campus, during events
  - Market Days (vendors on campus to attract students)
  - Orientation Packet Letter Invitation – attractive to parents as well as student (Sample letter – Appendix 2)
  - Signature Event to attract members
    - Ex: UNF AFP Annual Skydive Event, Flagler College Parking Lot Fundraiser
  - Branding ‘YOUR’ Collegiate Chapter: Know what your CC does for your campus/members, what do ‘your’ members stand for
  - Refer-a-Friend Program: influence your peers to join AFP
    - Ex: UNF/Flagler College makes goals for each officer to refer at least 4 members into AFP within an academic year. Awards given at year-end banquet/ceremony.

- **Retention:**
  - Career Expectations, Consistency on Resume, Knowledge of NPOs affects every industry, CCFC, Promote educational opportunities, Conferences, Networking with professionals in field, workshops, job shadowing, internship opportunities

**Officer Responsible for this Effort**

Membership/Recruitment VP
**Member Benefits**

- First-hand experience in the nonprofit industry
- Fundraising knowledge
- Enhanced resume
- Career opportunities
- Job Shadowing
- Local and international conferences
- Internships
- Resume/Cover Letter Critique
- Free webconferences and workshops
- Scholarships
- Professional Portfolio (Sample – Appendix 3)
- Attendance at monthly AFP Program Meetings, yearly Member Socials
- Board experience

**Promoting Member Benefits**

- Rack Cards, Brochures, Print Materials, Website
- Use faculty to promote: they usually know best candidates for membership/most interested
- Each officer should know AFP elevator speech or have in possession rack card
  - Membership brochure sample (link)
  - Benefits of membership sample (link)

**Welcoming of New Members – New Member Packets**

- Email from VP Recruitment/Membership
- Start-up Portfolio

**Events to Acquire New Members**
- NPO Speaking Events
- NPO Tours
- Information Tables around Campus
- Speak in Classrooms
- Signature Event
- Invite to AFP Program Meetings/Luncheons
- National Philanthropy Day Table sponsored by local professional chapter

**Officer Responsible for this Effort**

Membership/Recruitment VP
Communication Chair
Social Event Chair

**Signature Event/Branding to Attract Students/Members**

- Event needs to be fun and unique/special to the CC where you are
- What does your CC do? Professional Development? Fundraising? Public Speaking opportunities? What is your Brand?
- Elevator Speech

**Competition Among Various Student Organizations**

- Understanding your CC’s core competencies
- How can you attract other organizations to also join AFP?
  - Double or triple register the AFP chapter with other similar campus clubs
    - Get sample from Indiana State triple registration membership plan
  - Offer help and guidance with educational and professional development programs (every student needs this to enhance credentials/resume
  - Offer Portfolio
  - Offer Member benefits
  - Offer a win-win situation: Many students see value in participating on more than one student organization. Draw on this value!
Cultivating Relationships with the University and Professional AFP Chapter

Tapping into University Leadership – Best Approaches

- Schedule Time to Meet: Leadership should know what AFP stands for, what it does and how it has a positive impact on university
- If they wish, keep them informed of AFP programming/events/progress
  - The more they know, the more they will support

Partnership with Board of local Professional AFP Chapter

- A student member should sit on board of local AFP Professional Chapter
- Have YIP Chair present to board each year of funding support and needs
- AFP CC President and AFP Professional Chapter President communicate progress/needs/etc.

AFP Collegiate Chapter Board Involvement

- In addition to CC student represented on local professional chapter board, advisor should key into local NPOs who would be willing to allow a CC student to sit on their board. Gives students board experience. (ex. Big Fun Foundation)

Acquiring Subject Matter Experts (SME) for Educational Programming

- Use the local AFP Board as a resource in identifying SMEs to facilitate workshops, small forums and conferences open to ALL student body. Events like these, not limited to just AFP students, can help in recruiting others that see value in membership.
- Tap into local Nonprofit Center for SMEs
- Talk with University Foundation Development Officers. Are they open to offering themselves to facilitate workshops/panel discussions, etc.?

Cultivating Relationships with Other Campus Organizations

Greek Life and Student Government

- Speak at Pan–Hellenic Council Meetings
· Speak at Senate Meetings
· Take part in Philanthropy Week on campus

Student Affairs – Clubs and Organizations

· Open workshops, speaking events, fundraising events, etc. to all of student body. Can result in new members.
· Make sure the VP of Student Affairs/Student Life knows of the AFP CC and its functions. The Development Officer assigned to Student Affairs can help facilitate this relationship. Use them!

Most Relative Coursework/Academic Department

· Political Science and Public Administration
· Nursing
· Public Heath/Community Heath
· Sciences: Ex. Biology
· College of Business
· Public Relations, Media, Graphic Design
· Communications
· Computer Science
· English

Rewards Programs

· Refer-a-Friend Program
· Collegiate Chapter Fundraising Certificate

Scholarships

Student members of AFP are also entitled to the professional chapter scholarships. Talk to your professional chapter leadership regarding available scholarships.

Types of Scholarships:
• New Member, Renewing Member Scholarships
• International Conference: Each year, AFP is pleased to provide one complimentary registration to each collegiate chapter. The scholarship covers the conference registration fee, but the chapter is responsible for all travel expenses. AFP staff will send out more information about this process in November of each year.
• Each local chapter has their own scholarship packets and categories

**Encouraging Commitments – “Bring the Ice” Program**

To encourage attendance at chapter meetings, tell each person to bring an item that can relate to the meeting agenda. They need to know that if they don’t attend with their item, it will disrupt the planned agenda of the meeting. When people are given a task or committed to ‘bringing the ice’, as the statement is said, they are more likely to attend meetings without trying to cancel or commit a ‘no show’.

**Officer Responsible for this Effort**

All Officers: Everyone should focus on participating and encouraging participation.

**Marketing**

**Utilize Local Professional Chapter and Nonprofit Center Communication Personnel**

• Have verbiage in their newsletters, at their events

**Admissions and Orientation**

• Letter of Invitation
• Hold event/info table during orientation

**Student Life/Student Affairs – University Annual Giving Programs**

• Piggyback off of university ‘Annual Fund’ events, Student Philanthropy Programs

**Promotional Items**

• Brochure
• Website


- Newsletters
- Benefit Rack Card
- Signature Event Flyer

**Sponsors and Financial Partners**

- Identify key companies locally that would benefit from exposure on campus.
- Build a Corporate Sponsor/Business Sponsor Program. UNF and Flagler College students have collateral on their AFP Collegiate Chapters that explain levels of support for local businesses. Students contact businesses to set up personal visits in soliciting for small to major gifts to support chapter’s programming and community efforts.
  - Case for Support (Sample – Appendix 4)
  - Levels of Commitment (Sample – Appendix 5)

**Officer Responsible for this Effort**

Corporate Sponsor Chair

**Philanthropic Projects**

**The Lion's Den Food Pantry**

The First Coast Florida Collegiate Chapter at Flagler College has organized a student food pantry to support students in need of food assistance.
- Overview (link)
- Intake Form (link)
- Point Allocations (link)
- Punch Card (link)
Event Planning and Execution to Attract Membership
Under construction

Legal Issues Relating to Raising Funds for Chapters
Under construction

Types of Successful Chapter Events and Programs
Under construction
4. Resources

Websites

- [www.afpnet.org](http://www.afpnet.org)
- [www.boardsource.org](http://www.boardsource.org)
- Local AFP sponsoring chapter website
- Local Nonprofit Center Website

Books

- Penelope Burk: Donor-Centered Fundraising
- The Disney Way
- Inside the Magic Kingdom
- Yes!

Mentors and Individual Resources

Bruce Ganger  
Executive Director  
Second Harvest Food Bank  
904–517–5552  
bganger@wenourishhope.com

Jeff Davitt  
Director of Annual Fund  
Flagler College  
904–819–6489  
jdavitt@flagler.edu

Lyndse Costabile  
Associate Director of Development  
Embry–Riddle Aeronautical University  
904–860–1886  
lyndse.costabile@erau.edu

Damon King, CFRE  
Director of Financial Development  
YMCA of Greater Oklahoma City  
405–297–7753  
dking@ymcaokc.org

Claire Miller  
Assistant Director, Annual Giving  
University of North Florida  
904–620–1672  
claire.miller@unf.edu
### 5. Appendices

1. **UNF Collegiate Chapter Handbook** .......................... 15
2. **Sample Letter of Invitation** ................................. 38
3. **Sample AFP Portfolio** ................................. 39
4. **Sample Case for Support** ................................. 41
5. **Sample Levels of Support** ................................. 49
1. **UNF Collegiate Chapter Handbook**

**Table of Contents**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC’s</td>
<td>3</td>
</tr>
<tr>
<td>Collegiate Chapter Establishment</td>
<td>4</td>
</tr>
<tr>
<td>What is AFP?</td>
<td>4</td>
</tr>
<tr>
<td>Who is eligible for membership?</td>
<td>4</td>
</tr>
<tr>
<td>How often do we meet?</td>
<td>4</td>
</tr>
<tr>
<td>Who runs the chapter?</td>
<td>5</td>
</tr>
<tr>
<td>Roles and Responsibilities of Chapter Officers</td>
<td>5</td>
</tr>
<tr>
<td>President</td>
<td>5</td>
</tr>
<tr>
<td>Vice President</td>
<td>5</td>
</tr>
<tr>
<td>Secretary</td>
<td>5</td>
</tr>
<tr>
<td>Treasurer</td>
<td>5-6</td>
</tr>
<tr>
<td>Membership/Recruitment</td>
<td>6</td>
</tr>
<tr>
<td>Social Event/Corporate Sponsor VP</td>
<td>6</td>
</tr>
<tr>
<td>Alumni Chapter Relations VP</td>
<td>6</td>
</tr>
<tr>
<td>Communications VP</td>
<td>6</td>
</tr>
<tr>
<td>Faculty or Staff Advisor</td>
<td>6</td>
</tr>
<tr>
<td>Committees</td>
<td>7</td>
</tr>
<tr>
<td>Philanthropy Project</td>
<td>7</td>
</tr>
<tr>
<td>Chapter Events and Programs</td>
<td>7</td>
</tr>
<tr>
<td>Projects</td>
<td>7</td>
</tr>
<tr>
<td>Job Shadowing</td>
<td>7</td>
</tr>
<tr>
<td>Conferences</td>
<td>7</td>
</tr>
<tr>
<td>Club Fairs</td>
<td>7</td>
</tr>
<tr>
<td>Chapter Meetings</td>
<td>8</td>
</tr>
<tr>
<td>Skydiving</td>
<td>8</td>
</tr>
<tr>
<td>Speakers</td>
<td>8</td>
</tr>
<tr>
<td>Workshops</td>
<td>8</td>
</tr>
<tr>
<td>Peer Referral Program</td>
<td>8</td>
</tr>
<tr>
<td>Life Beyond Graduation</td>
<td>8</td>
</tr>
<tr>
<td>Annual Report</td>
<td>9</td>
</tr>
<tr>
<td>Program Schedule</td>
<td>10-11</td>
</tr>
<tr>
<td>Yearly Budget</td>
<td>12</td>
</tr>
<tr>
<td>Appendix 1: Donor Bill of Rights</td>
<td>13</td>
</tr>
<tr>
<td>Appendix 2: Current AFP Members</td>
<td>14</td>
</tr>
<tr>
<td>Appendix 3: Chapter Advisors</td>
<td>15</td>
</tr>
<tr>
<td>Appendix 4: AFP Collegiate Chapters</td>
<td>16</td>
</tr>
<tr>
<td>Appendix 5: Membership Form and Chapter Application, Code of Ethics</td>
<td>17-18</td>
</tr>
<tr>
<td>Appendix 6: Job Shadowing Program Guidelines and Mentee Application</td>
<td>19-20</td>
</tr>
<tr>
<td>Appendix 7: Collegiate Fund Raising Certificate Program</td>
<td>Not Paged</td>
</tr>
</tbody>
</table>
**TO ACHIEVE YOUR DREAMS, REMEMBER YOUR ABC’S**

- **A**ttitude is everything
- **B**elieve in yourself
- **C**are about yourself
- **D**on’t give up and don’t give in
- **E**njoy life today
- **F**amily and friends are most important
- **G**od first and you’ll never come in second
- **H**ang on to your dreams
- **I**gnore those who try to discourage you
- **J**ust do it
- **K**eep trying no matter how hard it seems
- **L**ove yourself first and most
- **M**ake it happen
- **N**ever lie, cheat, or steal
- **O**pen your heart and eyes
- **P**ractice makes improvement
- **Q**uitters never win and winners never quit
- **R**ead, study, and learn about everything important to you
- **S**top procrastinating
- **T**ake control of your destiny
- **U**nderstand yourself and then look to be understood
- **V**isualize it
- **W**ant it more than anything
- **X**celerate your efforts
YOU ARE UNIQUE OF ALL GOD’S CREATIONS, NOTHING CAN REPLACE YOU

ZERO IN ON YOUR TARGET, AND GO FOR IT!!!
Collegiate Chapter

Core Purpose
To expose undergraduate and graduate students to fundraising as a profession, the importance of philanthropy and the vital role of ethics in professional practice.

Vision Statement
Involvement in an AFP collegiate chapter will instill in students the rewards of professional fundraising as a career path and motivate them to pursue it as a career after graduation, as well as highlight the critical role philanthropy plays in our society.

Mission Statement
The AFP collegiate chapters allow students to identify a cause to support, learn and apply ethical fundraising principles, and support the cause in which they believe, giving them a solid base of understanding and welcoming them into philanthropic and fundraising communities. The core activities to fulfill this mission include education, real life fundraising experience, mentoring and networking.

What is AFP?
The Association of Fundraising Professionals (AFP) represents over 30,000 members in more than 217 chapters around the world. AFP works to advance philanthropy through advocacy, research, education, and certification programs. AFP believes that to guarantee human freedom and social creativity, people must have the right to freely and voluntarily form organizations to meet perceived needs, advocate causes, and seek funds to support these activities. To guarantee these rights, AFP’s purposes are to:

- Foster development and growth of fundraising professionals committed to preserving and enhancing philanthropy;
- Establish and enforce a code of ethics and professional practices;
- Require member adherence to a professional code of ethical standards and practices;
- Provide training opportunities for fundraising professionals;
- Implement programs that ensure cultural and social diversity in our membership and leadership;
- Collect, research, publish and disseminate historical, managerial and technical information on philanthropy and philanthropic fundraising;
- Promote public understanding of philanthropy and philanthropic fundraising;
- Conduct activities that maintain and develop legislation favorable to philanthropy;
- Enlist, organize and support members to achieve our purposes;
- Foster international cooperation, knowledge exchange and education among fundraising professionals worldwide;
- Use all necessary and proper means to accomplish our purposes;
- Provide a valid and reliable certification program for fundraising professionals.

Who is Eligible for Membership?
Membership of this chapter is open to all students who are working full or part-time toward a graduate or undergraduate degree at UNF and surrounding Universities, who are A&S fee-paying students in good standing with their University, and who demonstrate an interest in learning about philanthropy, institutional advancement and the nonprofit industry.

**Recent graduates may apply for membership at the collegiate level within one year of their commencement.
How often do we meet?
Collegiate chapters meet on a regular monthly basis including a designated Annual Meeting for the purpose of electing chapter officers and approving chapter advisors. A Summer Retreat is also held to discuss current year accomplishments, develop program timeline for the upcoming year and set reasonable and reachable goals/expectations. The Executive Board meets on a need basis.

Who runs the chapter?
Each chapter must elect officers and appoint committees to conduct local business. The Executive Officers of the Chapters shall be President, Vice President, Treasurer, Secretary, Membership/Recruitment VP, Communications VP, Social Event/Corporate Sponsorship VP, and Alumni Chapter Relations VP. All officers shall serve without compensation.
The length of the term will be from May until April of the following year. Any officer may resign at any time by serving written notice to the Chapter President or Chapter Secretary. Such resignation will take effect at the specified time. In case of resignation prior to completion of term, an individual may be selected by the remaining Chapter officers to complete the expired term. All officers must turn over to their successor all chapter records and/or property immediately upon completion of term or resignation prior to completion of term.

Roles and Responsibilities of Chapter

President
The President shall be the chief elected officer of the chapter. He/she shall preside at all meetings of the chapter and shall be an executive officer of all committees.

As the chapter’s chief elected officer, the President shall be responsible for all chapter business. He/she shall:

- Appoint chapter officers and standing and temporary chairs. If there are two people vying for the same position, the Advisor will pick the best qualified or there will be a vote.
- Call special meetings as necessary (monthly or bi-monthly)
- Conduct the business of the chapter in consultation with the advisors
- Have a general knowledge of and responsibility for the supervision of Chapter business
- Prepare the agenda with other officers for all regular meetings and the Annual Meeting
- Act as spokesperson for the collegiate chapter; relay elevator speech
- Communicate with AFP Board of Directors, YIP Chair and Nonprofit Center of Jacksonville
- Complete accord materials before April 15 deadline to AFP IHQ

Vice President
- Act as President in his/her absence or if the President is not able to fulfill his/her duties
- Acquaint himself/herself with all the duties of the President and other officers, duties of all committees, chapter bylaws, and operating procedures
- Perform duties as assigned by the President

Secretary
· Prepare and distribute accurate minutes of all meetings of the chapter to all members
· Maintain chapter files of correspondence and program materials. Provide copies of the latest versions of these documents to all officers
· Prepare, with President/Vice President, member meeting/conference call agendas
· Other duties as assigned by the President

**Treasurer**
The Treasurer shall be the fiscal officer for the chapter and is responsible for all funds, as outlined in the Chapter Bylaws.
· Maintain all financial records, collect debts, make payments as authorized with YIP Chair
· Provide the President with financial information needed from chapter records for the annual report
· Assist in preparation of the annual budget and monitor chapter expenditures
· Meet with President/Advisor/YIP Chair for budget review on a yearly basis
· Work with President/Advisor to prepare operating budget proposal to AFP Board each November in preparation for December board retreat

**Membership/Recruitment VP**
· Report to the Chapter President at regular intervals
· Prepare and execute a membership recruitment/retention plan
· Promote cultural diversity in membership
· Send out Welcome messages to all new members
· Act as liaison between the Chapter President and AFP Florida First Coast Chapter on membership matters
· Develop a program to welcome new members and encourage their participation in chapter activities
· Create appropriate certificates/awards/recognition for members
· Collaborate with IHQ to receive appropriate recruiting materials each term

**Social Events/Corporate Sponsor VP**
· Assist the President and Vice President in planning and organizing events, contacting potential sponsors, attending conferences and retreats, building relationships with current corporate sponsors, and building intercollegiate relations
· Follow Program Timeline
· Responsible for increasing donor renewal and retention rate
· Responsible for implementation and execution of fundraising events, workshops, socials
· Works with Social Chair of AFP First Coast Chapter Board member

**Alumni Chapter Relations VP**
· Continue relations with graduates and Alumni Advisors
· Invite them to all AFP events and keep them abreast of chapter activities/projects
· Track successful alumni of AFP chapter and where they are in their careers (success stories)

**Communications VP**
· Email all members about upcoming meetings/events/projects
· Regularly check AFP email account: afpclub@unf.edu
· Update AFP Facebook page
· Works with Communication Chair of AFP First Coast Chapter as is relates to press releases, print
Faculty or Staff Advisor
The Faculty/Staff Advisor for the AFP Collegiate Chapter perform the following:

- Creating a communications link to keep them abreast of happenings within the professional chapter, visa versa
- Providing mentorship and guidance to collegiate chapter initiatives and strategic development of the collegiate chapter
- Assist other faculty/staff advisors to hold up the mission and vision of the AFP Collegiate Chapter at UNF and program goals
- Guide the chapter in the development of professional business-like procedures, and meeting content
- Keep on file a list of all collegiate chapter members
- Provide a central file for official materials
- Attend chapter meetings/events if applicable
- Notify the AFP Florida First Coast Chapter of important events within the chapter; as well as concerns, problems and any changes that affect the chapter’s performance
- Serve as a mentor for the President as she/he may need advice pertaining to ethics
- Inform members of internship opportunities or projects that will enhance their career

Committees

- **Chapter Executive Board Committee**: shall be composed of all the Collegiate Chapter Officers. The Executive Board Committee’s duties may include setting the agenda and overview of the operations and budget of the Chapter. This committee will meet on a need basis.
- **Youth in Philanthropy (YIP) Committee**: is a committee of the First Coast Chapter that supports the collegiate chapters. One representative from our collegiate chapter will be present at each meeting. The YIP Committee serves to build initiatives to educate students about philanthropy, professionalism, and guidance through their career goals.

**Philanthropy**

One of the primary roles of the collegiate chapter is to enter into the philanthropic process by choosing a project in the local community or on campus. It is up to the chapter to decide what the project will be.

1. **Identify** – Research philanthropic causes of interest around your university campus or within the local community. Once you have identified some issues that the chapter is interested in as a cause, invite representatives from the organization to come in and speak with the students about their needs.
2. **Select** – As a chapter, select the philanthropic project that you would like to raise money for. Do you want to give final approval to the board? Or to a group vote?
3. **Begin** – Once the charity or project is identified, create a “Case for Support” that outlines the needs of the charity or project, and establishes a goal of how much money is needed. Develop a budget of anticipated revenue as well as expenses that will be required to conduct the project.
4. **Fundraising** – Determine what kinds of fundraising strategies the chapter will engage in to raise the money for the project. More than one strategy may be required. Topics for your chapter meetings can be geared toward different types of fundraising strategies that will help you raise money.
5. **Celebrate** – Once you have met your goal, have a celebration where the chapter can present the donation to the charity or project.
Chapter Events and

Projects
Our AFP Collegiate Chapter engages in different fundraising initiatives on and off-campus. Several include: Big Fun Foundation, UNF Student Philanthropy Program/Council (SPC), Faculty Staff Campaigns, and helping other campus organizations, Greek Life, and additional local organizations.

Job Shadowing
It is important for our collegiate members to gain first-hand experience in the non-profit sector. You will have an opportunity as a mentee to shadow non-profit, fundraising professionals in the Florida First Coast area on donor visits, learn how to write gift agreements, grants or proposals, and even sit in on a board meeting or a luncheon. The Job Shadowing application and requirements are included in the appendix.

Conferences
The First Coast Chapter often offers scholarships to students who desire to learn more about fundraising. This gives students the opportunity to meet and learn side by side with top fundraising executives. Conferences attended are Planet Philanthropy, one-day local workshops and the AFP International Conference. Talk with your chapter advisor about upcoming conferences and scholarships.

Club Fairs
UNF has two club fairs throughout the year where booths are setup for all the various clubs on campus and member recruitment takes place. AFP always has a booth with marketing materials and members available to answer questions. This is also a great opportunity to meet other clubs that will want to fundraise with you in the future.

Chapter Meetings
Meetings should be held at the same time, on the same day every month. Meetings should not exceed an hour unless there is more business for the executives to discuss after the meeting. An agenda will be drawn up for each meeting. Committee meetings and socializing will follow.

Skydiving
Our Collegiate Chapter believes it is important to “Take the Leap and Dive into Action” everyday. We hold an annual skydiving event to give our students the opportunity to mix, mingle, network, and jump out of a plane with our successful UNF alumni, faculty, staff and students. This once-in-a-lifetime experience teaches students what they can accomplish and how they can develop after college and our alumni/friends enjoy helping them along their journey, making their dreams a reality.

Speakers
Professional speakers can be a great educational asset. Make sure to research speakers before committing to an engagement. When you secure a speaker, state specifically who you are and what you’re asking of them. Remember the following tips:

- Give the speaker an idea of expected attendance and member interest
- Give a brief overview of your chapter’s philanthropy project so the speaker can tailor his remarks to help with the project
- Suggest what you think the chapter would find interesting and helpful
- Ask what would interest him/her most in addressing your group
- Provide him/her with a number of speaking dates from which to choose
- Exchange contact information
- Send directions to the meeting as well as information regarding parking
- Take brief notes to use when introducing the speaker
- Send out a thank you letter within one week of the engagement
- Keep a dossier of speaker information and performance evaluations in your files for reference for future chapter presidents

**Workshops**
An important part of chapter programming is educating members through workshops. Workshops are periodically offered throughout the year. Workshop Topics Include:
  - Fundraising 101, Business/Corporate Sponsorships: How to Gain and Keep Them
  - Let's Market You: Enhancing Your Resume, Cover Letter, Portfolio (and Interview)

**Peer Referral Program**
This program allows current members to educate their peers about the importance of joining AFP and what it can do for their college career and beyond. Each student will be measured on the number of friends/peers they refer to the Chapter. At the end of the year, the student who refers the most people will receive a prize along with a certificate of achievement.

**Life Beyond Graduation**
So, you’ve graduated! And it is time to get on with your life. Your AFP membership does not stop here. Continue your involvement as a member of one of our hundreds of AFP chapters worldwide. Membership allows you to join in the “Introductory” member category as the next step in your AFP experience. Talk with your Collegiate Chapter Advisor for information to transfer you membership on a national or international level.

**Annual Report**
**Academic Year 2010–2011**

Throughout the year, we had six chapter meetings, two conference calls, four AFP luncheons and monthly web conferences. We accomplished several goals for the 2010–2011 year. Our students have been a key factor in the launch of UNF’s first Student Philanthropy Council. Meetings with AFP and SPC were held in conjunction over the past year so that AFP members could share their knowledge and experience about recruitment and marketing with the SPC.

Throughout the year, AFP has participated in events on and off campus including the Faculty Staff Campaign Holiday Breakfast, National Philanthropy Day, Annual Massage Therapy UNF Faculty Staff Event, AFP Luncheons, and the Dunk the Dean Event. We were able to send four of our students to the 2011 Planet Philanthropy Conference held in Jacksonville, Fl. One of our students was also able to attend the International AFP Conference held in Chicago. We held the ‘Business Sponsor: How to Gain and Keep Them’ workshop in the spring. Our workshops are open to all students, alumni and UNF faculty and staff. It helps students develop and improve their skills for successfully choosing, converting and closing business sponsorships and gifts. Students that attend will leave with a better understanding for donor relations and how to overcome financial burdens within their specified club or organization.

Two AFP students have completed and received their Collegiate Fundraising Certificate. We currently have three other students working hard to attain their certificate.
This year we were able to send Yvette Kibwika to the AFP International Conference in Chicago, Illinois. She received a scholarship to attend this prestigious conference. She was joined by two other collegiate chapter students from Florida.

The fourth annual Skydiving event was held in Titusville, Florida at the Skydive Space Center on April 30, 2011. An all-day event, students from several difference FL colleges and universities attended as well as additional community members. The event was a success with students, friends and alumni jumping and socializing.

We currently have eight alumni advisors available for our members. These advisors are invited to all of our meetings and events. Having these advisors gives our members the opportunity to network with them and learn more about what to expect from life after college.

Each collegiate chapter nationally has a fundraising project to plan and execute either within their community or on campus. At UNF, the AFP students are actively involved in the Faculty and Staff Campaign, the Big Fun Foundation (BFF), and the Student Philanthropy Council. For the Faculty Staff Campaign, they help with the set-up and breakdown of events, advertising and promotions and engaging internal support from 2,000 faculty and staff. With a Big Fun Bucks Challenge, the students compete to see who raises the most dollars for the BFF. The students have been actively involved in the first year of the Student Philanthropy Council. They have helped plan the schedule of events for the coming year, as well as layout the campaign strategy. They have been active in tabling at Market Days and we will have our first student awareness event, Tag Day, on November 16, 2011.

This year, we are hopeful to send two students to the 2012 Planet Philanthropy Conference which will be held in Orlando, FL. We also hope to be able to send two students next year to the AFP International Conference 2012 in Vancouver, Canada. We will continue to help with the UNF Faculty Staff Campaign, Big Fun Foundation as well as other non-profit organizations in need, but our main focus will be to build the Student Philanthropy Council at UNF. In addition, we have an active RFP with Dreams Come True and look forward to partnering with their fundraising team in executing their annual events.

<table>
<thead>
<tr>
<th>Ongoing</th>
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<th>Event</th>
<th>Meeting</th>
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<tr>
<td>Programs</td>
<td>Projects</td>
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<td>Meetings</td>
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<tr>
<td>Job shadowing</td>
<td>Acquire Stationary</td>
<td>Recruiting</td>
<td>YIP Committee</td>
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<tr>
<td>Dues ($35/year)</td>
<td>MPA Students</td>
<td>Web Conferences - Monthly</td>
<td>Budget Reviews</td>
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<td>Internships</td>
<td>Newsletter</td>
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<tr>
<td>Sponsorships</td>
<td>Review Bylaws</td>
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August 2010
## September 2010

<table>
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<th>Programs</th>
<th>Projects</th>
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<tbody>
<tr>
<td>Prepare for FS2011 kickoff</td>
<td>Info Meeting – Promos</td>
<td>Club Fest</td>
<td>Monthly Chapter Meeting</td>
</tr>
<tr>
<td>FacStaff Campaign – Letters and brochure</td>
<td></td>
<td></td>
<td>AFP Luncheon - SJCC</td>
</tr>
<tr>
<td>Speed Networking Fundraiser Planning</td>
<td></td>
<td>Info Meeting</td>
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## October 2010

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<tr>
<th>Programs</th>
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</thead>
<tbody>
<tr>
<td>Corporate Sponsor Workshop</td>
<td>Sponsors: Mellow Mushroom, FLATS at Kernan</td>
<td>FS2011 Campaign Kickoff</td>
<td>Monthly Chapter Meeting</td>
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<tr>
<td></td>
<td></td>
<td>JAX Zoo Tour</td>
<td>AFP Luncheon - SJCC</td>
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## November 2010

<table>
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<th>Programs</th>
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<tr>
<td></td>
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<td>Speed Networking Event</td>
<td>Monthly Chapter Meeting</td>
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<td>National Philanthropy Day – Nov 10</td>
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## December 2010

<table>
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<th>Programs</th>
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<td>Spring Planning</td>
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<td>AFP Luncheon - SJCC</td>
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<td>Executive Meeting</td>
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## January 2011

<table>
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<th>Programs</th>
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</thead>
<tbody>
<tr>
<td>Alumni Advisors</td>
<td>Spring Planning</td>
<td>Spring Bash</td>
<td>Monthly Chapter Meeting</td>
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<tr>
<td>United Way Campaign Tour – Kim Kaye</td>
<td>Help SPC with ‘TAG’ Day</td>
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<td>AFP Luncheon - SJCC</td>
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### February 2011

<table>
<thead>
<tr>
<th>Programs</th>
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<th>Meetings</th>
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</thead>
<tbody>
<tr>
<td>Clara White</td>
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<td>‘TAG’ Day at UNF (w SPC)</td>
<td>Monthly Chapter Meeting</td>
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<tr>
<td>Mission Tour</td>
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<td>Dreams Come</td>
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<td>AFP Luncheon - SJCC</td>
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<tr>
<td>True Tour – Jimmy</td>
<td></td>
<td></td>
<td>Budget Overview</td>
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<tr>
<td>Kelly</td>
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### March 2011

<table>
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<th>Meetings</th>
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</thead>
<tbody>
<tr>
<td>Officer Elections</td>
<td>Spring Planning</td>
<td>FS2011 Massage Therapy Event – Everest University</td>
<td>Monthly Chapter Meeting</td>
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<tr>
<td>Business Sponsor Workshop</td>
<td>Promote Skydive Event</td>
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<td>AFP Luncheon - SJCC</td>
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### April 2011

<table>
<thead>
<tr>
<th>Programs</th>
<th>Projects</th>
<th>Events</th>
<th>Meetings</th>
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</thead>
<tbody>
<tr>
<td>AFP Sponsors – Costabile Travel</td>
<td>Accord Process Due to AFP IHQ – Chapter Services</td>
<td>AFP International Conference – Chicago, IL</td>
<td>Monthly Chapter Meeting</td>
</tr>
<tr>
<td>Review Referral Program</td>
<td>Annual Report to AFP President</td>
<td>Senior Send off</td>
<td>AFP Luncheon - SJCC</td>
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<tr>
<td>Resume/Professional Portfolio Workshop</td>
<td>Promote Skydive Event</td>
<td>Dunk Event – Round 2</td>
<td>Executive Meeting</td>
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<td></td>
<td></td>
<td></td>
<td>Skydiving (day after commencement)</td>
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### May 2011

<table>
<thead>
<tr>
<th>Programs</th>
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<tr>
<td>Packet for Admissions/Orientation</td>
<td>Banquet – Success and Accomplishments Overview (combined with SPC)</td>
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<td>Monthly Chapter Meeting</td>
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<tr>
<td>Fall Planning</td>
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<td>AFP Luncheon - SJCC</td>
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### Annual (proposed) Budget for AFP Collegiate Chapter

**January 2011–December 2011**

<table>
<thead>
<tr>
<th>Operating Expenses</th>
<th>Cost Per Month</th>
<th>Cost Per Semester</th>
<th>Cost Per Year</th>
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</thead>
<tbody>
<tr>
<td>Intercollegiate Relations: Flagler, EWC, JU, FCCJ, UF, FSU</td>
<td></td>
<td>$200</td>
<td>$400</td>
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<tr>
<td>Recruiting Events: Club Fest, Info Mtgs, Spring Bash</td>
<td></td>
<td>$100</td>
<td>$150</td>
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<tr>
<td>Workshops (4)</td>
<td>$125</td>
<td>$500</td>
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<tr>
<td>YIP Committee</td>
<td>$10</td>
<td>$50</td>
<td>$100</td>
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<tr>
<td>AFP Monthly Member Meetings (7)</td>
<td>$20</td>
<td>$140</td>
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<tr>
<td>Conferences/Professional Dev't</td>
<td></td>
<td>$500</td>
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<tr>
<td>Business Sponsor Program</td>
<td></td>
<td>$50</td>
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<tr>
<td>Reward Program/Awards/Recognition</td>
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<td>$250</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td></td>
<td><strong>$2,090</strong></td>
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<table>
<thead>
<tr>
<th>Proposed Sponsorship Dollars</th>
<th>Per Semester</th>
<th>Per Year</th>
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<tbody>
<tr>
<td>FLATS at Kernan</td>
<td>$250</td>
<td>$500</td>
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<tr>
<td>Costabile Travel</td>
<td>$50</td>
<td>$100</td>
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<tr>
<td>Other Potential Sponsors</td>
<td>$300</td>
<td>$600</td>
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<tr>
<td><strong>Total Sponsorship Dollars</strong></td>
<td><strong>$600</strong></td>
<td><strong>$1,200</strong></td>
</tr>
</tbody>
</table>

These dollars are solicited to fund additional events, professional development and conference opportunities for our AFP Collegiate Members.

The AFP Collegiate Chapter at UNF is a stand alone student-led organization housed in the UNF Annual Giving Program within the Division of Institutional Advancement. It does not have to adhere to the Code of Bylaws set by Club Alliance, an agency of Student Government. The reason for its sole status is due to the caliber of the members and prestige of its programming and initiatives.
A Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I. To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II. To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III. To have access to the organization’s most recent financial statements.

IV. To be assured their gifts will be used for the purposes for which they were given.

V. To receive appropriate acknowledgement and recognition.

VI. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

DEVELOPED BY

AMERICAN ASSOCIATION OF FUND RAISING COUNSEL (AAFRC)
ASSOCIATION FOR HEALTHCARE PHILANTHROPY (AHP)
COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION (CASE)
ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

ENDORSED BY

INDEPENDENT SECTOR
NATIONAL CATHOLIC DEVELOPMENT CONFERENCE (NCDC)
NATIONAL COMMITTEE ON PLANNED GIVING (NCPG)
COUNCIL FOR RESOURCE DEVELOPMENT (CRD)
UNITED WAY OF AMERICA
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Lyndse Costabile, *YIP Chair*  
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AFP IHQ Chapter Services

Lori Gusdorf, CAE  
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Association of Fundraising Professionals  
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(800) 666-3863 ext 449  
Fax: (703) 684-0540  
lgusdorf@afpnet.org
## National Collegiate Chapters

<table>
<thead>
<tr>
<th>Active Chapters: Name</th>
<th>Location</th>
<th>Faculty Advisor(s)</th>
<th>Email</th>
<th>Telephone</th>
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</thead>
<tbody>
<tr>
<td>Arizona State University CC</td>
<td>Phoenix, AZ</td>
<td>David Ashcraft</td>
<td><a href="mailto:ashcraft@asu.edu">ashcraft@asu.edu</a></td>
<td>602-496-0500</td>
</tr>
<tr>
<td>Mount Royal College</td>
<td>Calgary, AB</td>
<td>John Phin</td>
<td><a href="mailto:jphin@telus.net">jphin@telus.net</a></td>
<td>403-808-1655</td>
</tr>
<tr>
<td>Suncoast Collegiate Chapter</td>
<td>Tampa, FL</td>
<td>Victor Teschel</td>
<td><a href="mailto:vteschel@admin.usf.edu">vteschel@admin.usf.edu</a></td>
<td>(813) 974-1562</td>
</tr>
<tr>
<td>University of Central Florida CC</td>
<td>Orlando, FL</td>
<td>Stephanie Loudermilk Krick</td>
<td><a href="mailto:Stephanie.Krick@ucf.edu">Stephanie.Krick@ucf.edu</a></td>
<td>407-823-0661, 407-760-0458 (c)</td>
</tr>
<tr>
<td>Rollins College</td>
<td>Winter Park, FL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida Atlantic University</td>
<td>Palm Beach, FL</td>
<td>Ronald Nyhan</td>
<td><a href="mailto:rcnyhan@fau.edu">rcnyhan@fau.edu</a></td>
<td>561-654-5442</td>
</tr>
<tr>
<td>First Coast CC at UNF</td>
<td>Jacksonville, FL</td>
<td>Claire Miller</td>
<td><a href="mailto:Claire.miller@unf.edu">Claire.miller@unf.edu</a></td>
<td>904-860-1886</td>
</tr>
<tr>
<td>First Coast Chapter at Flagler College</td>
<td>St. Augustine, FL</td>
<td>Jeffrey Davitt</td>
<td><a href="mailto:jdavitt@flagler.edu">jdavitt@flagler.edu</a></td>
<td>954-802-4621</td>
</tr>
<tr>
<td>Greater Atlanta Collegiate Chapter</td>
<td>Atlanta, GA</td>
<td>DeShanna Brown</td>
<td><a href="mailto:Dbrown@spelman.edu">Dbrown@spelman.edu</a></td>
<td>404-270-5128</td>
</tr>
<tr>
<td>IUPUI CC</td>
<td>Indianapolis, IN</td>
<td>Tyrone Freeman</td>
<td><a href="mailto:tyfreema@iupui.edu">tyfreema@iupui.edu</a></td>
<td>317-278-8948</td>
</tr>
<tr>
<td>Indiana State University CC</td>
<td>Terre Haute, IN</td>
<td>Nathan Schaumleffel</td>
<td><a href="mailto:nathan.schaumleffel@indstate.edu">nathan.schaumleffel@indstate.edu</a></td>
<td>812-237-2189 (83)</td>
</tr>
<tr>
<td>University of Kentucky – Thoroughbred CC</td>
<td>Lexington, KY</td>
<td>Dwight Denison</td>
<td><a href="mailto:dwight.denison@uky.edu">dwight.denison@uky.edu</a></td>
<td>859-257-5742</td>
</tr>
<tr>
<td>CC at Lawrence Tech University</td>
<td>Southfield, MI</td>
<td>Jerry Lindman</td>
<td><a href="mailto:jerry.lindman@comcast.net">jerry.lindman@comcast.net</a></td>
<td>248-204-3095</td>
</tr>
<tr>
<td>Lindenwood University CC</td>
<td>St. Charles, MO</td>
<td>Dr. Julie Turner</td>
<td><a href="mailto:lturner@lindenwood.edu">lturner@lindenwood.edu</a></td>
<td></td>
</tr>
<tr>
<td>Otterbein University</td>
<td>Westerville, OH</td>
<td>Shirine Mafi</td>
<td><a href="mailto:smafi@otterbein.edu">smafi@otterbein.edu</a></td>
<td>614-403-6230</td>
</tr>
<tr>
<td>Sooner CC</td>
<td>Norman, OK</td>
<td>Susy Jorgenson</td>
<td><a href="mailto:sjorgenson@ou.edu">sjorgenson@ou.edu</a></td>
<td>405-325-2454</td>
</tr>
<tr>
<td>University of Oregon CC</td>
<td>Eugene, OR</td>
<td>Renee Irvin</td>
<td><a href="mailto:rinvin@uoregon.edu">rinvin@uoregon.edu</a></td>
<td>541-206-4522</td>
</tr>
<tr>
<td>Portland State University</td>
<td>Portland, OR</td>
<td>Andreas Schroeer</td>
<td><a href="mailto:schroeer@pdx.edu">schroeer@pdx.edu</a></td>
<td></td>
</tr>
<tr>
<td>Prairie View A &amp; M CC</td>
<td>Prairie View, TX</td>
<td></td>
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<tr>
<td>UW–Madison</td>
<td>Madison, WI</td>
<td>Jeanan Yasiri</td>
<td><a href="mailto:yasiri@wisc.edu">yasiri@wisc.edu</a></td>
<td>608-335-2980</td>
</tr>
</tbody>
</table>
MEMBERSHIP FORM 2011-2012

Name: ______________________________________________________
Date: ______________________________________________________

Status: _____________________________________________________
Anticipated Graduation Year: _________________________________

Local Address: ___________________________________________________________

Phone: __________________________ Email: ____________________________
N#: __________________________ Email: ____________________________

Major: __________________________ Minor: __________________________
Referrer By: __________________________________________________________

Other Club/Organizations Affiliations (internal to UNF and outside of UNF): 
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Are you passionate about UNF? Why?
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Why do you want to be a part of AFP?
_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________

Which workshops would you attend? *(Check all that apply)*

Fundraising 101 & Business Sponsorships: How to **Gain** and **Keep** Them

Let’s Market **YOU**: Enhancing Your Resume, Cover Letter, Portfolio (& Interview)

**LIFE** after Graduation: Where will Your College Degree Take **YOU**?

PLEASE RETURN TO CLAIRE MILLER
UNF ANNUAL GIVING
BLDG. 60, ROOM 2202

35
I STATE THAT I MEET THE QUALIFICATIONS TO TAKE PART IN THE AFP FIRST COAST COLLEGIATE CHAPTER JOB SHADOWING PROGRAM. AS A MENTOR, I AM A MEMBER OF AFP. AS A STUDENT, I AM INVOLVED WITH A COLLEGIATE CHAPTER OF AFP. I UNDERSTAND THAT MY RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

**Mentor Expectations**

- Job shadowing opportunity should be half or full-day opportunity or time agreed upon by both student and Mentor.
- Mentor should provide meaningful opportunity for student to learn more about the First Coast Non-Profit Sector as well as pursuing career in Non-Profit/Development & Fundraising.
- Suggested Activities include:
  -- Site tour of business or organization
  -- Introduction to Development team and Organization team (illustration of structure of organization and “how it works”)
  -- Overview of goal(s) and mission of organization
  -- Participation in on-site* donor or prospect meeting (confidentiality form provided to student in Job Shadowing packet)
  -- Review resume & career goals with student & offer pointers
  -- Q&A session with student
- Depending on length of shadowing opportunity, discuss plans for lunch ahead of time with your student.
- Consider providing small info packet or take-away for student
- Provide feedback to coordinators for use in refining program.

**Student Expectations**

- Have researched Mentor organization prior to shadowing.
- Dress professionally (Business Professional attire; Business Casual if approved by Mentor).
- Come prepared with list of questions for Mentor (about organization and fundraising, careers in non-profit, etc).
- Bring notepad, writing utensils, resume & list of career goals.
- Student is responsible for confirming meeting date, time, and place prior to shadowing. Depending on length of shadowing opportunity, discuss plans for lunch ahead of time with your Mentor.
- Provide feedback to coordinators for use in refining program.

SIGNATURE ___________________________________________________

DATE __________________

The AFP First Coast Collegiate Chapter job shadowing program will match students interested in learning more about careers in non-profit with a professional mentor. Shadowing opportunities are for half-day or one-day
sessions. Mentors must belong to AFP to participate in the program. Students are encouraged to be a member of a First Coast Collegiate Chapter. Please complete the information below to help us match you appropriately with a mentor.

Name ________________________________

Email ________________________________

College/University ____________________________

Year & Major ____________________________

Address ________________________________ City ______________

Zip ________

Work Phone ______________________________

Home phone ______________________________

**Agency type**

_____ Arts/Cultural

_____ Health

_____ Higher Education

_____ Social Service

_____ Other (Specify) ______________________

Please check the topics of particular interest to you:

☐ Annual Fund/Giving

☐ Direct Mail

☐ Special Events

☐ Donor Prospecting

☐ Donor Database Management

☐ Moves Management

☐ Major Gifts

☐ Planned Giving

☐ Volunteer Management

☐ Board Development

☐ Other. Please List __________________________

Identify previous volunteer, fundraising or other nonprofit experience:

---

**Complete forms and mail to:**

**Lyndse F. Costabile**

Embry Riddle Aeronautical University

600 S. Clyde Morris Blvd.  Daytona Beach  FL  32174
2. Sample Letter of Invitation

Welcome to UNF! As a 'new to the U' student, I would like to present you with your first task to ‘Dive into Action’ with the Association of Fundraising Professionals (AFP) Collegiate Chapter at UNF.

**AFP is the premier organization for the nonprofit community**, with over 30,000 members and 225 chapters throughout the world. Founded in 1960, AFP is the professional association of individuals responsible for generating philanthropic support for a wide variety of charitable organizations. Members enjoy access to special benefits.

As a member of AFP, you are entitled to exclusive career and educational opportunities. Your membership includes access to the AFP online job bank which contains nonprofit-specific jobs from across the world; audio conferences with chapter-sponsored guest speakers; access to online education resources; the opportunity to job shadow with non-profit professionals throughout North Florida; free workshops to further your fundraising knowledge, personal growth and development; networking events with alumni and other student members on campus; access to our eight UNF alumni advisors; and a free portfolio filled with all the fundraising/development projects you will have worked on throughout your UNF college career.

These are just a few of the opportunities provided to you. AFP hosts many events on and off campus including our nationally renowned Annual Skydiving Event. AFP student members also participate in nonprofit tours, AFP socials, local and international conferences, intercollegiate retreats, AFP’s signature National Philanthropy Day event and many others.

If you are interested to ‘Dive into Action’ and become part of AFP, please fill out the form on the back and return to Claire Miller, AFP Advisor, in Alumni Hall: Bldg. 60, Room 2202.

With UNF Pride,

Devi Maniram  
Membership/Recruitment VP  
AFP Collegiate Chapter at UNF  
m.maniram@unf.edu  
904-620-1672
3. Sample AFP Portfolio

Your Portfolio at AFP – A Reflection of Your Success

WHAT TO INCLUDE?
Oh the possibilities! You may include any project, program, event or initiative you have had a direct (indirect will have to be subject to conversation) role as it relates to its development, implementation/execution and evaluation. Some inclusions with an indirect relationship can be included, just make certain you are prepared to present the material with all knowledge of its existence.

Examples of Portfolio Items –
AFP Chapter Establishment/Existence: Complete handbook, bylaws and constitution, news stories, annual reports, membership forms and applications
Projects and Programs: Rewards Program materials, sponsorship materials, fundraising certificate program, job shadowing information, student philanthropy, web conferences, and workshops, etc.
Events: Club Fairs/Fests, Alumni Association Golf Tournament, Faculty Staff Campaign Events, Skydive, Relay for Life, Zoo Tours, fundraising events, National Philanthropy Day, etc.
Meetings and Conferences attended: agendas, presentations, materials, schedules, minutes, etc.
Designs and Publications: brochures, UNF journals, AFP flyers and fact sheets, media and print, promotional materials, etc.
Solicitations and Letters: Member invitation letters, donor solicitation letters, thank you letters, etc.
Evaluations: Student documentation forms, data analysis, final results from campaign efforts, etc.

WHO TO PRESENT THIS TO?
Your portfolio can be presented to potential employers as a way to showcase you and your work from specific organizations/projects/institutions you have been involved with.

WHEN IS IT APPROPRIATE TO PRESENT MY PORTFOLIO?
It is best to showcase your portfolio during physical interviews, whether it be for a job position or internship opportunity. You may also showcase it to others to set an example, for recruiting purposes and to set a precedent for those you mentor.

WHY IS THE PORTFOLIO IMPORTANT?
Your portfolio is critical to your success as it serves as a reflection of who you are, where you have been, what you have done and where your passions lie. A resume is great to present to a potential employer, but it
is only words, not evidence. An organized portfolio gives you the chance to back up the content of your resume while showcasing your capabilities, commitments, integrity and experience. Not only is it showcasing your efforts, but it becomes a great conversation starter and builder. Your resume needs an escort other than you cover letter.

**HOW IS MY PORTFOLIO TO BE ORGANIZED?**
The order of your portfolio is to be organized by how you wish to present the material and showcase your accomplishments. You may use tabs indicating the corresponding projects/events/programs/conferences/initiatives you were part of. A table of contents would assist the tabbed sections for better organization.

**HOW IS MY PORTFOLIO TO BE PRESENTED?**
Present you portfolio with **pride**, **confidence** and **honor**. Let the individuals who see your portfolio have a better grasp on who they are looking to hire for the desired position or internship opportunity. **No one can want your success more than you.** Present the portfolio on the bases that your success is in the hands of your presentation.
ASSOCIATION OF FUNDRAISING PROFESSIONALS
Advancing Philanthropy Through Advocacy, Research, Education and Certification

Case Statement for Support 2010-2011
History

The Association of Fundraising Professionals represents more than 30,000 members in 217 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certificate programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession. Founded in 2007, the Association of Fundraising Professionals (AFP) Florida First Coast Collegiate Chapter at UNF represents over 30 student members dedicated to philanthropic causes and enabling individuals and organizations to better serve the diverse communities and people of the First Coast.
What is AFP?

We believe that to guarantee human freedom and social creativity, people must have the right to freely and voluntarily form organizations to meet perceived needs, advocate causes and seek funds to support these activities. To guarantee these rights, AFP’s purpose is to:

• **Foster** development and growth of fundraising professionals committed to preserving and enhancing philanthropy

• **Establish** and enforce a code of ethics and professional practices

• **Require** member adherence to a professional code of ethical standards and practices

• **Provide** training opportunities for fundraising professionals

• **Implement** programs that ensure cultural and social diversity in our membership and leadership

• **Collect**, research, publish and disseminate historical managerial and technical information on philanthropy and philanthropic fundraising

• **Promote** public understanding of philanthropy and philanthropic fundraising

• **Conduct** activities that maintain and develop legislation favorable to philanthropy

• **Enlist**, organize and support members to achieve our purpose
• Foster international cooperation, knowledge exchange and education among fundraising professionals worldwide

• Provide a valid and reliable certification program for fundraising professionals
Core Purpose

To expose undergraduate and graduate students to fundraising as a profession, the importance of philanthropy and the vital role of ethics in professional practice.

Vision Statement

Involvement in an AFP Collegiate Chapter will instill in students the rewards of professional fundraising as a career path and motivate them to pursue it as a career after graduation, as well as highlight the critical role philanthropy plays in our society.

Mission Statement

The AFP Collegiate Chapter allows students to identify a cause to support, learn and apply ethical fundraising principles, and support the cause in which they believe, giving them a solid base of understanding and welcoming them into philanthropy and fundraising communities. The core activities to fulfill this mission include education, real life fundraising experience, mentoring and networking.

Chapter Programs and Events

The programs we offer our members include job shadowing nonprofit fundraising professionals, scholarships to attend international and local conferences, educational sessions and webinars, and workshops facilitated by nonprofit professionals. Members of an AFP Collegiate Chapter can also further their fundraising knowledge by working towards a **Collegiate Chapter Fundraising Certificate** – a certificate that mirrors the CFRE offered to professionals in the industry. This certificate is a way for them to be recognized and appreciated for their fundraising and professional development efforts at the collegiate level.

In addition, the UNF chapter is charged by AFP IHQ to annually plan and execute fundraising events, programs and projects – giving the students the valuable hands on experience needed to be
successful in the industry. Through these efforts, we have students who learn grant writing and proposals, secure corporate/business sponsorships, make gift asks as well as plan a fully funded event for a local nonprofit organization. All of our programs enable our students to learn and experience the non-profit industry.

We also hold an annual skydiving event to give our students the opportunity to mix, mingle, network, and jump out of a plane with our successful UNF alumni, faculty, staff and students. This once-in-a-lifetime experience teaches students what they can accomplish and how they can develop after college and our alumni/friends enjoy helping them along their journey, making their dreams a reality.
How you can help!

AFP relies on the contributions of prominent businesses and individuals to finance our undertakings. On the next page you will find a list of sponsorship opportunities and their benefits to you and the community. If you require additional information about AFP, please contact me and I will be happy to answer any questions you may have. You may contact me directly by phone at 321-615-1368 or by email at ckayvieira@gmail.com.

Thank you in advance for your support.

Sincerely,

Christina Vieira

President

Association of Fundraising Professionals First Coast Collegiate Chapter at UNF
1. Sample Levels of Support

Under Construction