

DEN Update

THE MONTHLY PUBLICATION OF THE DEVELOPMENT EXECUTIVES NETWORK

DEN Board of Directors 2005

President

Emily Hull-Parsons

Ehparsons@sbcglobal.net

VP Membership

Karen Csejtey

Impleader@earthlink.net

VP for Member Services

Kathleen Adamson

kadamson@gatewaycenter.org

VP Public Relations

Kimberly White

kwhite@chservices.org

Treasurer

Bernadette O'Keefe

bokeefe@agagainsthunger.com

VP Programs

Paulette Lynch

paulettelynch@culturalmonterey.org

Philanthropy Day

Kristine Edmunds

kristine_edmunds@csumb.edu

Member at Large

Sue Dewar

624-6860

Newsletter Editor

Jennifer Salerno

jsalerno@natividadfoundation.org

Reservations

Lauren Cohen

Lauren_cohen@csumb.edu

649-6444

Please make reservations by the Wednesday prior to scheduled meetings by calling or emailing.

**Deadline for March Newsletter:
February 25**

Helping Your Board Be the Best They Can Be

Emily Hull-Parsons, DEN President

Creative Solutions! Consulting for Nonprofits

Each month our DEN meeting focuses on a topic of importance in our work. Beginning in this month's newsletter, I will be providing an additional resource to help you put the information into practice. I hope you find them useful!

Our January program emphasized how important good communication with our board is in building a strong team. Communication is essential, however, it is also useful to have procedures and strategies in place that can help you in motivating board members and weeding out the underachievers. Here are few tips for guiding your board to be the *best* they can be:

- Use the regular nominating process to ask all board members whether they want to remain on the board. Don't assume that you have to wait until a board member's term is up to ask if that person wants to continue.
- Take advantage of opportunities for board renewal. Consider the possibility that poor group dynamics, lagging energy or burnout experienced by the board as a group contributes to the inactivity and lethargy of some members. A board planning retreat can provide an opportunity to re-connect with mission and strengthen relationships within the group.
- Encourage board members to engage in an annual or periodic self-evaluation. It doesn't need to be elaborate -- a simple, one-page self-evaluation form can serve as a subtle reminder of expectations.
- Adopt an attendance policy. State in bylaws/policy that members who miss more than two consecutive meetings without extenuating circumstances will be removed.
- Don't assume that the performance of individual board members can't change -- or that it won't change over time. A new project or a new committee assignment may energize a slacking board member.
- Use advisory committees, task forces, and other time limited special groups. Keep members engaged by asking them to join a task force or advisory group.
- Term limits. Consider limiting the number of terms a board member can serve -- two, three-year terms is a common practice.
- Consider board restructuring. You can infuse new energy by increasing the size of the board, or you can use downsizing as an opportunity to lop off slackers.

Professional Development

FEBRUARY DEN MEETING

Location: Tarpy's Roadhouse

Date: February 18

Time: 11:45 am—1:30 pm

Fee: \$20/members
\$25/non-members

Positioning For Success: What Nonprofit Fundraisers Need to Know About Branding...

“There is an inseparable connection that exists between raising money and creating positive awareness and perception among potential donors, volunteers, and community leaders.”

Join us to learn more about how to succeed in fundraising by ensuring that the unique work of your organization is widely understood and highly valued.

Vincent G. Bradley, Jr., FAAMA, President & CEO of c Bradley Associates Consultants, has been actively involved in not-for-profit organizations for more than 30 years. He has been personally responsible for raising over \$500 million in campaign funds as well as raising millions more while supervising campaigns. He is a Fellow of the American Academy of Medical Administrators. He is also a member of the AFP, and has been named Professional Fundraiser of the Year by both the Silicon Valley and Greater Los Angeles Chapter's of the Society. Mr. Bradley is a past Board member of the national AFP.

Community Foundation for Monterey County Management Assistance Program Capacity Building Workshops in February 2005

February 17 - Find Funding Fast: An Introduction to FC Search

February 17, 2005, 9:30 AM to 11:30 AM

Fee: \$20

Registration Deadline: February 10

Enrollment limited to 15 participants

Location: Hayashi & Wayland Accounting, 1188 Padre Dr, Suite 101, Salinas

February 24 - Great Budgets for Proposals and Program Planning

Date and Time: February 24, 2005, 9:00 AM to 12:00 Noon

Fee: \$40

Registration Deadline: February 17

Enrollment limited to 25 participants

Location: Northminster Presbyterian Church, 315 East Alvin Dr, Salinas

If you have questions about the Management Assistance Program or the Community Foundation for Monterey County or to register, please call (831) 375-9712 or 754-5880 or visit www.cfmco.org.

INTRODUCTION TO GRANT PROPOSAL WRITING

This workshop provides beginning and intermediate grant seekers with the tools to create successful grant proposals. This workshop will cover: Planning for Success, Key Components of a Successful Proposal, and What Funders Are Looking For. Practical exercises will help you develop the key components for your proposal.

Maria Gitin, CFRE is principal of MARIA GITIN & ASSOCIATES, a consulting group specializing in fund raising, strategic planning, and board development. Ms. Gitin also trains for CompassPoint & the Drucker Foundation. She was founding director of several local non-profits.

Date and Time: March 22, 2005, 1:00 PM to 4:00 PM **Fee:** \$45

Registration Deadline: March 15, 2005 *Enrollment limited to 25 participants*

Location: Chapman University, 99 Pacific St, Bldg 355C, Room 4, Monterey

Mark Your Calendar...

March 11 & 18
March 17

March 22
March 31

ED's Survival Guide: Thriving as a Non-profit Leader
Non-profit Alliance Spring Forum:
The Non-profit Sector in Monterey County
Introduction to Grant Proposal Writing
So You Want to Start a Non-profit Organization?

**Beyond Diversity:
Cultural Competency in Fundraising
Workshop Provocative, Well-Attended**

AFP Monterey Bay hosted our annual Diversity Workshop January 12th at the Pajaro Valley Health Trust in Watsonville. Led by Maria Gitin, CFRE, the workshop included a panel of diverse donor-volunteers and used interactive exercises that got the forty-five participants talking about what they love and hate about being asked to participate in fundraising or to make a donation. Participants ranged in age from 19 to 79 representing diversities including ethnicity, ability/disability and sexual orientation. We examined the assumptions we often make about others by hearing from a variety of people representing 'differences'. We discussed diverse attitudes and responses to:

Power: Different groups have varying views of how power is used, how one gains or seeks acceptance into a group, how power is distributed. What types of processes and communication styles are used in your organization?

Money: Socio-economic divides are the greatest divisions worldwide. How does your organization address diversity when considering pricing, cost/expenses, location, food and whether childcare is provided or not? What are expectations of giving, increased giving? Middle class and lower socio-economic donors actually give more in relation to their income than the rich, but we tend to focus a great deal of our resources on the 'big' donors.

Time: Time and expectations around time are generally defined by the dominant culture: middle class, middle aged, white and male. Acceptance of

lateness, the pace and timing of meetings/trainings, requests to interject an agenda item, to speed up or slow down are often unwelcome. These requests may come from younger, older or otherwise 'different' members who value and treat time differently.

We looked at values people hold based on their identities and how we could use these to develop donors and board volunteers. Some of the values expressed across more than one group were:

- Make sure your organization reflects diversity, not that you are recruiting me to make you diverse. If I am the first and only, make sure you show me that you are continuing the effort, not expecting me to do it for you
- Don't make assumptions about how much I have or don't have to give or how I / we want our name(s) to be listed in acknowledgements. Ask, don't assume.
- Respect me and respect my time; show me that you did your homework before you talk with me.
- Take time to connect, get to know me and learn my interests, preferences.

The workshop site was hosted by the Health Trust, materials copied by Community Hospital Foundation, trainers and refreshments were sponsored by Maria Gitin & Associates. Materials for the session will soon be available to members on the AFP website for International Conference in Baltimore.

For more info:
www.mariagitin.com.

Join DEN Now!

Benefits of DEN membership...

- ✓ Monthly newsletter listing program information, job opportunities and useful resources
- ✓ Member directory of contact information
- ✓ Discounts for staff and volunteers on monthly program lunches
- ✓ Invitation to members-only training opportunities

2005 DEN Membership

Please return this form along with your \$60 membership dues to:

DEN
484 Washington Street, #199
Monterey, CA 93940

Agency Name

Contact Person/Title

Address

Phone

Fax

Email

Website

Please send an additional newsletter at \$10 annual cost to:

Name/Title

Email

California's Nonprofit Integrity Act (SB 1262)

As of January 1, 2005, California's nonprofits are required to comply with a new set of regulations in the Nonprofit Integrity Act.

CompassPoint hosted a special forum on compliance with Deputy Attorney General Belinda Johns (who was a key drafter of the legislation) and Tom Silk (of Silk, Adler & Colvin law firm specializing in nonprofit law), on December 14, 2004.

To order an audio CD of the presentation, visit www.compasspoint.org.

Professional Opportunities

For other professional opportunities, check out Craig's list—<http://www.craigslist.org/sby/npo/> & Opportunity Knocks—<http://www.opportunityknocks.org/index.jsp>.

EXECUTIVE DIRECTOR—FOUNDATION FOR MONTEREY COUNTY FREE LIBRARIES

Salary Range: \$40,000 - \$50,000 (Part-time will be considered for qualified candidate)

Education & Experience: A four year (Bachelor's Degree) from an accredited college or university and three years of experience in fund raising in Monterey County.

Knowledge, Skills & Abilities: Knowledge of funding sources and fund raising strategies. Experience in grant writing and application processes. Knowledge of administrative, financial and supervisory principles and methods. Effective communication skills both verbal and written. Have the ability to work independently in a small office environment.

450 Lincoln Avenue, Suite 203, Salinas
(831) 424-3564

DIVERSITY CENTER—FUNDRAISER

The Diversity Center is a nonprofit organization dedicated to serving the Gay, Lesbian, Bisexual, & Transgender community in Santa Cruz County, offering many diverse programs and services. We have an immediate opening for a part time, temporary hire to assist The Diversity Center Fund Development team in implementing an exciting Fund Development Plan over the next 6 to 12 months. The person we hire will work closely with Bob Correa, the executive director, and Terry Cavanagh, MSW, President of the Board of Directors and chairperson of the Fund Development Team.

The individual hired will attend fund development meetings twice monthly and participate in a leadership role in the capacity of a consultant as well as hands on task driver. Some of the goals of the current committee include, expanding the Fund Development team with additional dedicated and talented individuals from the community, our own existing pool of volunteers and financially contributing members.

Please send resume and references to Bob Correa, ASAP. Email to Bob.Correa@DiversityCenter.org. Interviews will be scheduled on an ongoing basis as resumes are received. Position to begin immediately. For logistical questions only, contact Bob Correa at 425-5422. This is an equal opportunity & affirmative action outreach hiring.

Please visit our Website at diversitycenter.org

DEVELOPMENT DIRECTOR—KINSHIP CENTER

Kinship Center, dedicated to providing adoption, foster and relative care services to the children and families of California, is seeks an experienced Development Director to guide the completion of the capital campaign; develop the organization's fundraising vision, goals and objectives; building a multi-faceted development program including corporate, foundation, and individual giving programs; design high-level cultivation strategies; create and implement comprehensive solicitation strategies. Please visit www.kinship.org to learn more about our work.

Minimum Requirements: 7-9 years fundraising experience (CFRE preferred); Bachelor's degree; excellent communication/presentation skills; strategic planning experience. Cover letter, resume and salary history/requirements to cjef-fers@kinshipcenter.org

DEVELOPMENT DIRECTOR—FOOD BANK FOR MONTEREY COUNTY

Salary: \$45,000 - \$50,000 **Location:** Salinas
Seeking an enthusiastic, experienced development person to take this development program to the next level. Focus on individual donor relations is a must!

For further information contact Leslie Sunny, Executive Director lsunny@food4hungry.org

DEVELOPMENT DIRECTOR—NATIVIDAD MEDICAL FOUNDATION

Responsibilities: This position manages the identification, cultivation and solicitation of individuals, foundations and businesses that are prospects for Natividad Medical Foundation, and includes composing and managing grant proposals, contracts and budgets; individual donor development; coordinating special events; developing newsletters and promotional materials; and coordinating the annual giving program.

Qualifications: Bachelor's and 4 years of demonstrated track record of success in major gift fundraising positions, preferably in a medical setting; strong interpersonal and communication skills; excellent computer skills; valid driver's license and auto insurance. Competitive salary with excellent benefits. EEO Employer.

Send resume *and* writing sample to Natividad Medical Foundation, PO Box 4427, Salinas, CA 93912 or email to jsalerno@natividadfoundation.org by 3/15/05.