

THE MONTHLY  
PUBLICATION OF THE  
DEVELOPMENT  
EXECUTIVES  
NETWORK

# DEN Update

APRIL 2006

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2006

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RESERVATIONS  
LAUREN COHEN  
649-6444

NEWSLETTER DEADLINE  
LAST FRIDAY OF THE  
MONTH

## Predictions on the Future of Philanthropy

Friday, April 21, 2006

Presented by

**Bill Somerfield, President, Philanthropic Ventures Foundation**

The purpose of predicting is to be prepared. It allows us the power to take steps to guide change, rather than just letting it happen.

- What will the field of philanthropy look like in your future?
- How will it impact you personally and professionally?
- Are we becoming obsolete or are we the wave of the future?

Join us today to hear Bill Somerfield's stimulating presentation regarding his predictions on the future of philanthropy. Bill is a nationally recognized as an expert in creative grantmaking. He brings 45 years of experience in non-profit work, including 17 years as Executive Director of the Peninsula Community Foundation. He currently teaches courses on philanthropy at both Stanford University and UC Berkeley.

Location: Tarpey's Roadhouse

11:45—1:30

Cost \$20 members \$25 Non-members

Please RSVP to Lauren at

649-6444 or [Lauren\\_cohen@csumb.edu](mailto:Lauren_cohen@csumb.edu)

### TO-DO LIST

⇒ Reserve for  
*Bill Somerfield*

⇒ Renew DEN  
*membership*  
*TODAY and*  
*claim my two*  
*seats at the May*  
*Members Only*  
*Training!*

### Developing a Dynamite Fundraising Plan

**8:30-12:30 - Friday, May 19**

**Presented by Melissa Irish**

**FREE to current 2006 DEN members**

**Renew now to claim 2 seats at the May 19 Members  
Only Workshop**

**No better value than a \$60 membership for the entire year!**

**Please visit the website and down load the membership renewal form.**

**[Developmentexecutivesnetwork.org](http://Developmentexecutivesnetwork.org)**

# Professional Opportunities

## UNITED WAY OF SANTA CRUZ COUNTY ~ POSITION: FINANCE MANAGER

For information contact Vivian Cox, Director of Administrative Services, United Way of Santa Cruz County, 1220 41<sup>st</sup> Av., Capitola, CA 95010, fax 831-479-5477 email [vcox@unitedwaysc.org](mailto:vcox@unitedwaysc.org).



## Get involved...

### PHILANTHROPY DAY COMMITTEE 2006

Planning meetings have just begun for this annual event. There is still room for a few more great members on the committee.

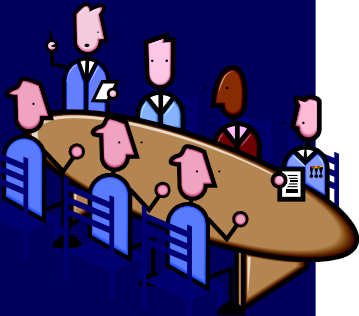
Contact DEN Co-chair Barbara Venner  
[bvenner@svmh.com](mailto:bvenner@svmh.com)

### DEN Newsletter Editor

Our current editor may need to resign due to a change in job responsibilities.

If you can offer 2-3 hours per month, please contact  
Kathleen Adamson

[kadamson@gatewaycenter.org](mailto:kadamson@gatewaycenter.org)



# Developing a Dynamite Fundraising Plan

## DEN Members Only Training

Friday, May 19 2006  
8:30-12:30

Turf Club, Monterey Fairgrounds  
*FREE to Current 2006 DEN Members!*

Drawing on her years in both the corporate and nonprofit world Melissa Irish brings a high energy focused approach to planning. By the end of this interactive and enjoyable workshop each professional will walk away with a roadmap to planning based on size of organization, organizational structure of their development department and basic goals and objectives of their organization.

The elements of the workshop will include:

- ◆ Importance of a fundraising plan
- ◆ How that plan can and should fit into an overall agency strategic plan
- ◆ When it's important to have a multi-year development plan
- ◆ Creating a case for planning and involving others
- ◆ In small groups we will work together on developing a model fundraising plan to be discussed and reviewed by the group.
- ◆ Basic components of an effective Development plan

Finally, we will review how to effectively use the Development plan to focus and motivate staff and volunteers, closing with some fun ways to show progress towards your goals!



**Don't miss  
this great  
opportunity!**

**Membership**

**Questions?**

**Audries Blake**

audries-  
blake@ventanaws.org

**Renewal form download?**

Developmentexecutivesnet-  
work.org

**Reserve now !**

**Contact**

**Lauren Cohen**  
649-6444 or

**Lauren\_cohen@csumb.edu**

# Nonprofit Resources Online

## About.com.

The About.com internet directory provides links and information on hundreds of topics. The links on About.com dealing with nonprofit organizations include

- What is a nonprofit
- How to start a nonprofit
- Rules and issues for fundraising
- Technology issues
- A link to the Nonprofit times and its annual salary survey

<http://nonprofit.about.com/>



## Resources for Volunteer Community Leaders: Links to Volunteer Development and Nonprofit Management Sites.

Links for general information about nonprofit management.

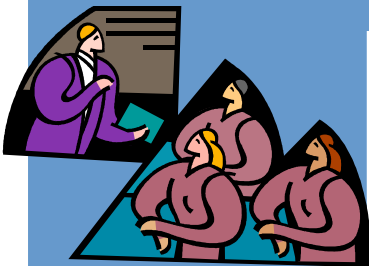
<http://saulcarliner.home.att.net/leadership/leadershipdevelopmentorganizations.htm>

## Techsoup—The Technology Place for Nonprofits

Information about technology and how nonprofits may use it to their best advantage, as well as access to software at discounted prices.

<http://www.techsoup.org/>

## ADDITIONAL TRAINING OPPORTUNITIES



### Community Foundation for Monterey County Management Assistance Program Spring 2006 Workshops

April 7	<a href="#">Volunteer Management</a>
April 27	<a href="#">Basics of Board Leadership</a>
May 4	<a href="#">California Association of Nonprofits Conference</a>
May 24	<a href="#">Grant Proposal Writing Clinic</a>
May 31	<a href="#">Community Analysis</a>

## AFP Presents

### “High-End” Gift Development

Robert M. Zimmerman  
Robert M. Zimmerman, President of Zimmerman Lehman  
**Tuesday, May 9, 2006**  
**8:00 am – 2:30 pm**

Admission \$60.00

Contact Ann Love McPherson at [amcpher@ccvna.com](mailto:amcpher@ccvna.com) or 831-648-3730 for questions.