

## **2008 DEN Board of Directors**

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**Reservations  
Lauren Cohen**  
MY Museum  
[Lauren@MYMuseum.org](mailto:Lauren@MYMuseum.org)

## **Marketing Your Capital Campaign and Other Tricks**

**Beverly Lenihan, CBC, CFRE**  
**Reesults CONSULTING**  
**President of AFP Silicon Valley**

**TARPY'S - JANUARY 18<sup>TH</sup>, 2008**  
**12 Noon- 1:30**

- ***Bev is a senior management consultant to non-profits, public-benefit organizations and business--planning and managing strategic programs designed to accelerate their success and service.***
- ***Bev's focus for non-profits and public-benefit organizations is on education, children, health & human services, the arts and faith-based organizations. Prior to non-profit work, she had 27 years in high-technology business development, marketing and communications.***

*In addition to working with Hospice of the Valley, United Way, Montclair Presbyterian Church, St. Andrew's Episcopal Church, Child Quest International, Capuchin Franciscan Friars, Family Supportive Housing, and Santa Clara Methodist Retirement Foundation, Bev successfully concluded a \$10.8 million capital campaign for Dominican Sisters of Mission San Jose and is just winding up a \$20 million dollar campaign for Portola Valley Town Center. Bev is active in the Board leadership of Cupertino Rotary and AFP (Association of Fundraising Professionals) Silicon Valley Chapter. She heads Fund Development and Marketing on the Board of the newly formed San Jose Police Foundation. Bev volunteers with several non-profits, including the Boy Scouts. She has been on the Advisory Board of SJSU Professional Development Department and serves in that capacity for Child Quest International. Bev received her CFRE (Certified Fund Raising Executive) certification in 2004 and is a noted facilitator, trainer, speaker, writer and workshop presenter*

***RSVP by January 16th to Lauren Cohen at  
[Lauren@MyMuseum.org](mailto:Lauren@MyMuseum.org)***

### **Resource Book is seeking updates and additions**

Community Action Partnership has taken over the Resource Book. This valuable online database of nonprofit agencies is now easier to update and seeks to be a comprehensive guide to nonprofits in Monterey County. Community Links will be shut down as of January 30, 2008, and we strongly suggest that you place your information in the Resource book. Contact Ana Cuin, 796-3573 or [CuinA@co.monterey.ca.us](mailto:CuinA@co.monterey.ca.us) \*\* to be added or to update your current listing.

# PROFESSIONAL DEVELOPMENT...

## The Nuts & Bolts of Major Gifts

Major gifts can be extremely beneficial for an organization's fundraising strategy, and securing them requires special preparation. This workshop will give an overview of the major gifts process with concrete examples and suggestions for implementing a major gifts program in your organization. Strategy, cultivation, solicitation, stewardship and management of major gifts will be covered. Co-Sponsored with the Association of Fundraising Professionals Monterey Bay Chapter (AFP).

**Scott Staub, CFRE** is Vice President for Fund Development at EMQ Children and Family Services in San Jose, and Vice-Chair for External Relations for the Association of Fundraising Professionals (AFP). Mr. Staub has been a fundraiser for 21 years in healthcare, education, social services and religious causes. He has an extensive background in major gifts and capital campaigns, received several awards for his fund development efforts, and has served on nonprofit boards in California and Hawaii.

**Date and Time:** February 4, 2008, 10:00 AM – 12:00 PM

**Fee:** Free to AFP Members, \$25.00 for non-members

**Location:** Community Foundation for Monterey County, 2354 Garden Road, Monterey [directions](#)

**For more information or to register:** Contact Brenda Whitsett at 831-320-4471, or email [whitgroup@razzolink.com](mailto:whitgroup@razzolink.com)

## 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 Want to See. Practical exercises will help you develop the key components of your proposal.

**Joy Rubey** has worked with nonprofit organizations for over 26 years as a volunteer, administrator and consultant specializing in fundraising and grant proposal writing. She has an MA in Public Administration and is currently a lecturer in nonprofit management with CSUMB's Department of Health, Human Services and Public Policy.

**Date and Time:** February 13, 2008, 1:00 PM – 5:00 PM

**Location:** Community Foundation for Monterey County, 2354 Garden Road, Monterey [directions](#)

**Fee:** \$45.00 **Enrollment limited to 30 participants.**

[Register now](#)

## Secrets of Networking Success – Inside & Outside the Nonprofit World

Whether you are looking for help on a program, good ideas, new funding, media connections, or moral support, the reasons to build new and better relations with other nonprofits, local businesses and government entities are many. Jumpstart your networking with this lively lunch session. Learn about the three keys to establishing instant rapport, how to stretch your comfort zone and successfully connect with business and government representatives, and networking “no-no’s” to avoid. Presented by the Nonprofit Alliance of Monterey County (NAMC).

**Brigid McGrath Massie** is a nationally-known business consultant, author and professional speaker focusing on enhancing personal effectiveness, sales skills and customer service. She has taught numerous university courses and holds both a Master's Degree of Business Administration and a Master's Degree in Social Work. Her work has earned awards from the Salinas Chamber of Commerce and the Oldsmobile Corporation, among others. Ms. McGrath Massie is the author of *What Do They Say When You Leave the Room?* and *Selling for People Who Hate to Sell*.

**Date and Time:** February 21, 2008, 11:30 AM – 1:30 PM

**Fee:** TBA , includes lunch.

**Location:**TBA

**For more information or to register,** contact Sue Parris at 373-4606 or [ncbimcsue@yahoo.com](mailto:ncbimcsue@yahoo.com)