

The monthly
publication of the
Development
Executives
Network

DEN Update



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Annual DEN Round Table Discussions

Back by popular demand!

It's that time of year for our DEN round table discussions.

Everyone needs time to brainstorm and learn best practices. Don't think you are too busy to attend this month's luncheon - in just one hour you will learn something new or think of a way to improve your work and bring in dollars. Bring Board Members and key staff!

Topics include:

Donor recognition and appreciation
Online networks & giving
Major giving/capital campaigns
Evaluating your development program

Friday, June 19th

**Please arrive by 12 noon so we can start promptly
Tarp's Roadhouse, Monterey
\$20 for DEN members**

Reminder: If you RSVP but do not show up, DEN must still pay for your lunch.



Mission

The mission of the Development Executives Network is to provide useful, high quality programs and training, build a sense of community among local nonprofits and provide members and guests with the opportunity to network with each other.



Applications Process:

Applications must be submitted on or before the due date to be considered. Nomination forms should be submitted electronically to: submissions@centralcoastnpd.org. Applications will be rated by a team of reviewers and may earn up to 100 points. The criteria are provided to guide you in describing the wonderful contributions of your nominees. Each section has a maximum point value, but can earn partial points.

Due Date: July 1, 2009

Eligibility: Nominees must be carefully placed into the correct category based on the descriptions below:

Individual (Philanthropist of the Year): This award is presented to an individual or family with a proven record of exceptional generosity who, through direct financial support, has demonstrated outstanding civic and charitable responsibility, and whose generosity encourages others to take philanthropic leadership roles in our community.

Corporation: A for-profit business or corporation. Charitable foundations of for-profit corporations (i.e. the Coca-Cola Foundation) should be categorized as Corporation. Acknowledgement or recognition of donations is directed to the corporate entity.

Service Club/Civic Organization: A service club or civic organization is a voluntary non-profit organization where members meet regularly to perform charitable works either by direct hands-on efforts or by raising money for other organizations.

Foundation: A foundation is a legal categorization of nonprofit organizations. Foundations may also and often have charitable purposes and are free-standing charitable entities. This type of nonprofit organization may either donate funds and support to other organizations, or provide the sole source of funding for their own charitable activities.

Don't miss this great new opportunity to showcase the innovative and generous manner in which youth and young adults are making a difference in our community! See application form for eligibility criteria and details.

Youth: Youth ages 5 - 18; please provide school name and address, contact person at the school, with both school season and summer contact information (this is critical since, in preparation for a Fall Recognition event, applications are considered during the summer months).

Young Adult: Ages 19 – 23; please provide school name and address, contact person at the school, with both school season and summer contact information, if applicable (note: preparation for the Fall Recognition event, applications are considered during the summer months).

NATIONAL PHILANTHROPY DAY
Friday, November 13th, 2009
<http://www.centralcoastnpd.org>

Employment Opportunities

MONTEREY INSTITUTE OF INTERNATIONAL STUDIES, DEVELOPMENT COORDINATOR

Under the direction of the executive director of institutional advancement and the development officer, the development coordinator is responsible for providing strategic support to the Institute's individual and organizational fundraising efforts.

Essential Duties and Responsibilities

- Assist in the conception and implementation of the Institute's annual giving program, including electronic and print direct marketing
- Assist in the preparation of materials for individual donor meetings, including briefings and proposals
- Assist in proposal preparation for institutional grants, including institutional and project budgets
- Assist in individual and organizational donor stewardship activities, including written reports and digital media packages
- Manage business processes for tracking both individual and organizational donor activity
- Research and analyze potential organizational funding resources
- Work with colleagues to support advancement and Institute-wide events
- Perform additional activities related to the Institute's advancement efforts as requested

Required Skills, Abilities and Knowledge

- Three years of work experience, preferably in an academic or non-profit environment
- Superior writing and analytical skills
- Ability to collaborate with colleagues and gain and maintain the confidence of colleagues
- Ability to function effectively under pressure and to meet deadlines while exercising initiative, good judgment, creativity, and diplomacy
- Excellent interpersonal and relationship-building skills
- Ongoing desire to enhance professional skills
- Computer literacy including Microsoft Office, database management, and Internet research skills
- Experience with digital media, including digital editing applications, preferred
- Bachelor's degree preferred

For more information please contact Beth McDermott, Executive Director of Institutional Advancement bmcdermo@exchange.miis.edu

UNITED WAY MONTEREY COUNTY, FUNDRAISING ASSOCIATE

Effective immediately, United Way Monterey County has job openings as full time and part time Fundraising Associates. The positions require public speaking, relationship building and analytical skills. Applicants must be able to work independently, within a team environment. We are looking for strategic thinkers with the ability to organize time and tasks efficiently. Demonstrated computer skill with the ability to work in a Microsoft Office platform is also required.

Positions require working flexible hours, access to a car and a valid driver's license. Bilingual Spanish/English speaking individual preferred.

Send application and resume to United Way Monterey County, Attention: Tina Engquist, 2511 Garden Road, Suite C-100, Monterey CA 93940, or apply electronically to tinaengquist@unitedwaymcca.org

Employment Opportunities (continued)

National Steinbeck Center, Director of Development

The National Steinbeck Center seeks a professional Director of Development to successfully lead the institution in meeting its contributed revenue goals. The successful candidate will have a proven track record in creating and implementing annual fundraising goals including the plans and execution of annual giving, membership, major gifts, planned giving, special event, sponsorship and grant writing programs. The position requires excellent leadership and oral and written communication skills. A Bachelor's degree in business or a related field and/or five years of related fundraising experience is required. This is a full time position that requires some weekend and evening hours. For position description and more information about the National Steinbeck Center go to www.steinbeck.org. Send resume, references and salary history/requirements to HR Dept., National Steinbeck Center, 1 Main St., Salinas, CA, 93901 or info@steinbeck.org. No phone calls.

York School, Director of Alumni Relations and Annual Fund

York School seeks a highly motivated and energetic professional to oversee Alumni Relations and Annual Fund programs. The position has specific responsibility for all aspects of alumni relations, including programs, reunions, and communications. The Director of Alumni Relations and Annual Fund is also responsible for planning and implementing York's Annual Fund, including solicitations and volunteer coordination for alumni, parents, grandparents, and other constituencies. The Director of Alumni Relations and Annual Fund is a member of the Advancement Team and reports to the Director of Advancement. This is a full-time, twelve-month position, available immediately. Salary will be competitive based upon experience and qualifications. A comprehensive benefits package is provided.

Email resume and cover letter to:

Kristine Edmunds, Director of Advancement, York School kedmunds@york.org

Priority Screening begins May 22. For a more detailed job description, please go to:

<http://www.york.org/?page=aboutemploymentopp>

York School, Donor Relations Coordinator

York School seeks a highly motivated and energetic Donor Relations Coordinator to oversee donor stewardship activities and donor development through special events. This position is responsible for events that complement and strengthen the commitment of York School constituencies to the School mission. The Donor Relations Coordinator works with volunteers to coordinate York's annual auction gala, and also organizes other advancement and fundraising related events. This position implements a stewardship program for major, legacy, and campaign donors, and works with the Director of Advancement to implement a 50th Anniversary Campaign. The Donor Relations Coordinator is a member of the Advancement Team and reports to the Director of Advancement. This is a full-time, twelve-month position, available immediately. Salary will be competitive based upon experience and qualifications. A comprehensive benefits package is provided.

Email resume and cover letter to:

Kristine Edmunds, Director of Advancement, York School kedmunds@york.org

Priority Screening begins May 22. For a more detailed job description, please go to:

<http://www.york.org/?page=aboutemploymentopp>

Employment Opportunities (continued)

York School, Advancement Services Coordinator

The Advancement Services Coordinator manages the donor database and works to reconcile advancement and business office financial records. This position also provides administrative assistance to the Advancement Office in the area of events, mailings, data entry, acknowledgement letters, and filing. The Advancement Services Coordinator is a member of the Advancement Team and reports to the Director of Advancement. This is a full-time, twelve-month position, available immediately. Salary will be competitive based upon experience and qualifications. A comprehensive benefits package is provided.

Email resume and cover letter to:

Kristine Edmunds, Director of Advancement, York School, kedmunds@york.org

Priority Screening begins May 22. For a more detailed job description, please go to:

<http://www.york.org/?page=aboutemploymentopp>

Save the Date...



Friday, November 13, 2009
Inn at Spanish Bay, Pebble Beach
<http://www.centralcoastnpsd.org>



Professional Development

Ethics in Fundraising

This month AFP is offering a round table discussion on "Ethics in Fundraising". This two-hour session will be facilitated by Lisa Bennett, CFRE.

In tough times when the economic climate is difficult and \$\$ count more, ethics count more too! Sometimes, it can be more difficult.

What kind of ethical practices are affected during tough economic times? What are the extra stresses and strains that are put on the development professional?

Come share your wisdom, experience and take part in this round table discussion. 2.0 contact hours/CFRE Continuing Education points are available for attendees.

Date & Time: Monday, June 15, 2009; 1:00 -3:00 pm

Location: York School, 9501 York Road in Monterey

Fees & Registration Info: Register with Donna Kneeland, crmlidonna@aol.com

Super Successful Special Events

Special events are often viewed by organizations as a necessary evil - lots of work for questionable return. How can you ensure that your events will provide the greatest possible value for the amount of effort expended? Whether you're planning your very first event or trying to enliven a tired event calendar, this interactive workshop will prepare you to design the most successful special events in your organization's history. Participants will learn the seven secrets that will maximize your event's fundraising and friendraising and the tools to incorporate them.

Date & Time: Tuesday, June 23, 2009; 9:00 AM – 4:00 PM

Location: Sobrato Center for Nonprofits, 600 Valley Way, Milpitas

Fees & Registration Info: <http://www.compasspoint.org/onevent/details.php?id=2999>

Raising Money in a Down Economy, Taking the Long View with Planned Gifts

A lunch and learn session for board members, executive directors and development staff of organizations ready to expand their fundraising through planned gifts.

If the current economy is making it tough for you to talk with potential donors about cash contributions, talk about planned gifts instead.

It is great time to start having these conversations with people who still believe in your cause but are nervous about the economy. Capitalize on the current economic instability by developing long-term strategies to build your organization through planned gifts.

In this lunchtime session, Randy Balogh will help you assess your organization's readiness, share proven strategies and resources available through The Community Foundation of Santa Cruz, such as Charitable Gift Annuities, and describe how to successfully identify and cultivate prospects.

Date & Time: Thursday, June 25, 2009; 12 noon – 1:30pm (Bring a bag lunch)

Location: The Community Foundation of Santa Cruz County, 2425 Porter Street, Suite 16, Soquel

Fee: Free – A Great Value! Pre registration required at <http://www.cfsc.org/index.cfm>

Contact:

Have an item you would like to include in a future DEN newsletter? Please email employment opportunities, professional development, photos, etc. to Stacy Dubuc at sdubuc@spcamc.org by June 25th.