

The monthly
publication of the
Development
Executives
Network

DEN Update

Board of Directors

President

Michelle Lange

Monterey Symphony
mlange@monterey_symphony.org

VP of Membership

Alexandra Matei

HSBC
agshow@yahoo.com

Program Chair

Kathryn Hart

Community Foundation for Monterey
County
Kathryn@cfmco.org

Treasurer

Kit Hunter Franke

The John Bayliss Broadcast
Foundation
khfranke@baylissfoundation.org

Registration

Lauren Cohen

MY Museum
Lauren@MYMuseum.org

Newsletter Editor

Stacy Dubuc

The SPCA for Monterey County
sdubuc@spcamc.org

Philanthropy Day Co-Chair

Shari Haste

Community Partnership for Youth
respect@cpy.org

Advisors

Sue Dewar

sumacdewar@aol.com



this issue

Online Resources **P.2**

Professional Development **P.3**

Employment Opportunities **P.5**

How to Create a Signature Event

90% of the mistakes in special events are made during the planning stages” says veteran special events producer James P. Reber. So why not get it right from the beginning? A Signature Event is a unique annual event that is well attended, successful, and is “owned” by an organization. It is an event that is recognized throughout the community as belonging to that specific organization and it is an event that no one else may duplicate. Mr. Reber combines a great understanding of fundraising events with clear, practical advice that audience members can use in their own work. Join us for this special program.

James P. Reber, is the Founder of San Jose Repertory Theatre and has produced more than 200 special events during the past 30 years in the Bay Area including dozens of fundraising and special events that qualify as “Signature Events.”

Friday, October 15th

Please arrive by 12 noon so we can start promptly
Tarp’s Roadhouse, Monterey
\$25 for DEN members/ \$30 for non-members



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.

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 October 25th .

Online Resources – Blogs, technical info, webinars, etc.

The Agitator, *Fundraising and Advocacy Strategies. Trends, Tips...with an edge.*

<http://www.theagitator.net/>

Nonprofit Marketing Guide, *Kivi's Nonprofit Communications Blog*

<http://www.nonprofitmarketingguide.com/blog/>

TechSoup, *The Technology Place for Non-Profits*

www.techsoup.org

Network for Good Learning Center, *A Fundraising Guide for the Overworked Nonprofit*

<http://www.fundraising123.org/>

NTEN, *Nonprofit Technology Network*

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

The Chronicle of Philanthropy, *Connecting the nonprofit world with news, jobs and ideas*

<http://philanthropy.com/section/Home/172>

MASHABLE, *The Social Media Guide, Social Media News and Web Tips*

<http://mashable.com/>

SAVE
THE
DATE

DEN HOLIDAY PARTY
FRIDAY, DECEMBER 3RD
MONTRIO BISTRO

DEN Annual Holiday Luncheon free for one person from each member organization; \$30 for all additional members/guests. Prizes, networking and a perfect launch to the holiday

Community Foundation for Monterey County Workshops

Introduction to Grant Proposal Development

Wednesday, October 13th from 1:00 PM – 5:00 PM, \$45

Community Foundation for Monterey County office, 2354 Garden Rd, Monterey
Great for both beginning and intermediate grant seekers this workshop provides foundational tools to create successful grant proposals. Topics include 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. Presented by Joy Rubey.

Exceeding Your Fundraising Goals through Effective Donor Cultivation (AFP)

Monday, October 25th from 1:00 PM – 3:00 PM, Free for AFP members and \$25 for all others

Community Foundation for Monterey County office, 2354 Garden Rd, Monterey
Registration for this event is not available online. To register, contact Brenda Whitsett at whitgroup@razzolink.com.

Contributors of all dollar amounts want you to develop a relationship with them before you ask for a gift. But how do you manage the cultivation process? What are creative ways to get potential donors involved with your cause? Presented by AFP Master Teachers, Alice L. Ferris and James Anderson, the GoalBusters.

Aligning Your Social Media Strategy with Your Communications Strategy

Wednesday, October 27th 1:00 PM – 5:00 PM, \$30 for one of series, \$50 for both

National Steinbeck Center, Santa Rita Room – One Main Street, Salinas

Offered as Part 2 of a two workshop series (May also be taken as a stand alone for those organizations with an existing communications plan).

This workshop made possible in part by the David and Lucile Packard Foundation. Join social media expert and trainer Beth Kanter, CEO of Zoetica and author of *The Networked Nonprofit*, for this interactive strategy workshop. An integrated social media strategy can help your organization spread your advocacy messages, attract new people, and increase awareness of your brand throughout the community. Your nonprofit will leave armed with many insights and practical tips to get powerful results.

Grassroots Fundraising (in Spanish)

Saturday, November 6 from 1:00 PM – 4:00 PM, Free for Neighborhood Grants Program Grantees and Poder Popular groups and \$20 for all others.

Police Department Community Room, 109 4th St, (at Belden), Gonzales

In this workshop, we will explore the many ways small, community-based organizations can raise money to support their activities. You will develop the key messages that can be used to solicit support from neighbors, businesses and funding organizations. Simultaneous English/Spanish interpretation is available to facilitate communication between all participants. Presented by Community Foundation staff: Aurelio Salazar, Jr. and Kaki Rusmore.

Board Seminar: Leadership in Changing Times

Monday, November 15th from 5:30 PM – 8:30 PM (includes dinner) \$40, \$30 for each additional person from same organization

Community Foundation for Monterey County office, 2354 Garden Rd, Monterey

How can your organization stay true to its mission and values while being flexible and nimble in the changing marketplace? How can your organization make good strategic decisions? Susan Misra of TCC Group will provide an overview of adaptive capacity, key frameworks and tools that can help you as you navigate the rapids of organizational change, and examples of successful adaptive leadership.



Partner with **Monterey Peninsula Foundation**
and
Birdies for Charity®

- An innovative fundraising program
 - Minimal administrative outlay
 - Branding opportunities
 - **15%** matching funds

Register to attend an Information Session and learn more about how your 501(c)(3) organization can take advantage of this program.

Information Sessions
(Pre-registration required)

October 1, 2010, 9:30-10:30 a.m.

Monterey Peninsula Foundation, Monterey

October 5, 2010, 9:30-10:30 a.m.

Monterey Peninsula Foundation, Monterey

October 15, 2010, 9:30-10:30 a.m.

Monterey Peninsula Foundation, Monterey

Program launches November 1, 2010

Contact Nettie Porter, Monterey Peninsula Foundation

831-649-1533 or nporter@attpbgolf.com

Let us help you help your organization!

Employment Opportunity

CHARTWELL SCHOOL, EVENT PLANNING ASSISTANT

Position Title:	Event Planning Assistant
Status:	Non-exempt, Part-time, Temporary
Reporting Unit:	Chartwell School / The New High School Project
Reports to:	Director of Institutional Advancement
Salary Range:	\$12 to \$15 / Hour, D.O.E.
Work Hours:	Flexible Daytime Hours, approx. 10 hrs/wk. Approx Oct 11-Dec. 10. Must be available to work on the evening of Friday, December 3 rd

Position Purpose

Chartwell's Event Planning Assistant, under the guidance of the Director of Institutional Advancement, provides administrative support with planning and execution of fundraising and school sponsored events.

Essential Duties and Responsibilities include but are not limited to the following

- Make event-related phone calls to vendors, donors, trustees, staff and parents
- Track and collect in-kind gifts
- Assist with day-to-day operations of event coordination
- Distribute event communication materials (posting flyers, mailing invitations, writing thank you cards, etc.)
- Auction database entry and reconciliation
- Monitor and transport office and warehouse auction items and supplies
- File documents
- Attend event
- Assist with post event follow-up and day-to-day operations

Qualifications

- Five years experience working with computers; auction software and event experience preferred
- Exceptional interpersonal and communication skills in English (written, oral and telephone)
- Ability to achieve goals independently as well as through good working relationships with colleagues and the public
- Ability to maintain confidentiality and abide by the AFP code of ethics
- Flexible, responsible and resourceful
- Excellent time-management skills
- Excellent organizational and follow-through skills
- Proactive worker highly skills with prioritization and workload management
- Current valid California Drivers license and access to dependable vehicle
- Able to lift and transport 40 lbs, and sit for extended periods of time

This position is perfect for someone who is looking to sharpen their skill set in Fundraising, Development and Event Coordination.

Please send a resume detailing work history, experience, and skills and a cover letter outlining qualifications to:

Ms. Marli Melton, Director of Institutional Advancement

Chartwell School, 2511 Numa Watson Rd., Seaside, CA 93955. Or, you may fax to 831.394.7991

Or email to info@chartwell.org .