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On Sept. 22, runners and walkers participated in Run for the Mind to increase awareness about NAMI.

WSPN mission:

To offer support to development professionals and advance philanthropy.

What's in a Name?

Naming Opportunities

By R. Daniel Shephard

I recently participated in an online discussion on LinkedIn's CASE (Council for the Advancement and Support of Education) group. The initial question was: *How does an institution put a financial value (ROI) on a corporate naming opportunity of a campus building? Are there rules of thumb for this? Professionals who can help?*

The string of contributions to this topic was fascinating; notably, there were more than 140 requests for more information. There is clearly an ongoing need for this information, so here are some notes I hope will help if you find yourself preparing your policies and protocols for naming gifts.

Whether your organization is preparing to invite naming gifts for physical spaces or for endowed funds, here is a sequence to follow.

- Start with policies and guidelines on how your organization will accept gifts for naming opportunities. Good policies will protect both your organization and your donors.
- Identify those spaces and/or endowed funds for which you want to seek naming gifts and determine the minimum gift amount for each.
- Design your marketing/promotion plan for how you will promote your naming program both generally and individually to prospective donors.
- Research an identified prospective donor and intentionally suggest a specific naming opportunity most likely to represent that prospect's personal story with the organization.

It is vital to start by drafting institutional policies: how naming gift amounts are set, under what circumstances naming gifts will or will not be accepted, whether naming

(continued on page 6)

Goods do Zealous Good

By Jill McWilliams, VIEWPOINT editor

Ever wonder how your excess items could benefit others? Here's the answer: Zealous Good.

Zealous Good is an online platform that connects those with goods and services to local organizations, charities and nonprofits.

By matching donations to specific needs, Zealous Good helps reduce the cost and effort of getting goods to nonprofits. Give, connect and get are the simple steps of Zealous Good.

Brittany Martin Graunke, who earned a degree in industrial engineering from Northwestern University, is founder and CEO of Zealous Good.

"My personal goal is to make it easier for people to connect. I want to make the in-kind donation more efficient and effective. Nonprofits should be connected to



A child enjoys a table set donated to H.O.M.E.'s Intergenerational Housing Program.

things they need and can use, and donors should have an easy way to figure out which nonprofits need their donations," Graunke said.

(continued on page 4)

WSPN mission:

To offer support to development professionals and advance philanthropy.

WSPN core services:

education, networking, and advocacy

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We invite your membership:

Dues to join West Suburban Philanthropic Network are \$40 per year. Register online or make checks payable to West Suburban Philanthropic Network and mail to:

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President's Message

On behalf of the WSPN board, I would like to begin by wishing you a happy, healthy and peaceful holiday season.

As I write this message soon after our recent general election, it seems every political strategist that still has breath left in them has been rounded up to share their opinion about why the electorate voted the way they did. Fortunately for all of us, I will leave the Monday morning quarterbacking to them.

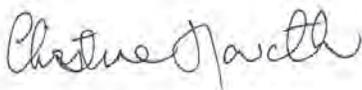
However, I was struck by one theme that seemed to float to the surface of many of the discussions, and I think it warrants thought and attention as it relates to philanthropy and the nonprofit sector. That theme is diversity, or lack of it. I am considering this from a broad perspective—not simply racial and ethnic diversity.

Diversity is not a new concern in either politics or the nonprofit sector. In fact, in 2007, 50 foundations and allied leaders began the Diversity in Philanthropy Project, a time-limited campaign to expand diversity in our field. As a result, foundations and philanthropy organizations from across the country came together to form an unprecedented coalition of 18 infrastructure organizations and set a strategic agenda to help philanthropy become more diverse, equitable and inclusive.

This coalition is called D5, and the goal of this initiative is to help foundations achieve greater impact in an ever-changing world. To learn more about this important project, visit www.d5coalition.org. They also have tools and resources available to support those wanting to improve practice in this area of their work. There are a multitude of resources available if you Google this topic.

As we head into the New Year, I would like to encourage us all to take time to look closely at our own organizations, the boards on which we serve, and our donors and consider whether they reflect the ever-changing face of America. If they do, I applaud you and encourage you to step forward and help others navigate these changes. If not, please consider joining me in adding to your New Year's resolutions a commitment to working towards improving diversity, equity and inclusion within your life and work.

Sincerely,



Chrissie Howorth



Philanthropy Center News

Virtual Teamwork

By Christine Kickels, Librarian
The Philanthropy Center, College of DuPage

With fewer resources and less time, more of us are opting to use technology to stay connected. A recent survey by the Society for Human Resource Management found that nearly half of organizations polled use virtual teams.

Despite the popularity of virtual teams, technology presents challenges for managers. Team building, workload distribution and even time differences have been cited as areas needing attention.

For ideas on working in a mobile society, consult some of these books now available in our collection:

- **The Virtual Executive: How to Act like a CEO Online and Offline** by D. A. Benton. Find tips for more effective videoconferencing, email and social media tools and methods for building trust and clearly communicating with colleagues.
- **New Rules for Today's Workplace: Strategies for Success in the Virtual World** by Sheryl Lindsell-Roberts. Become current with the latest techniques in training and meeting in virtual spaces. She offers strategies for working with, hiring and evaluating mobile employees.
- **Manager's Guide to Virtual Teams** by Kimball Fisher. Organizing virtual teams, creating accountability among members and diffusing conflicts are just some of the topics covered in this guide.
- If you're taking on a leadership role in your virtual team, read **50 Digital Team-Building Games: Fast, Fun Meeting Openers, Group Activities and Adventures Using Social Media, Smart Phones, GPS, Tablets and More** by John Chen. Filled with cleverly titled ideas, this guide provides useful two-page solutions. Ideas like "Me in 140 characters or less" as an icebreaker or "Shout Outs" as a closer will entice you next time you face a team-building challenge.
- Need volunteers for a project? Worried about how to convince them to join virtually? Get assistance with **Perfect Phrases for Virtual Teamwork: Hundreds of Ready-To-Use Phrases for Fostering Collaboration** by Meryl Runion. This small book offers phrases for the most common situations presented by virtual teamwork.
- Are more of your employees working from home? Interested in hiring talent from outside your area? Consult **Managing the Mobile Workforce: Leading, Building, and Sustaining Virtual Teams** by David Clemons and Michael Kroth. Think strategically about the mobile workforce and learn what technology is needed for a successful team.

Although the College of DuPage Library is currently undergoing renovation for the next 18 months, the books and databases are available. All are welcome and anyone who works or lives in our district is eligible for a COD library card.

If I can help you become more familiar with our non-profit resources, please don't hesitate to contact me at (630) 942-2313 or kickels@cod.edu.



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What's new at Donors Forum?

Go to donorsforum.org to learn about our new and improved workshops – at beginning and advanced levels – in proposal writing, individual and major giving, and outcome evaluation.

Donors Forum is a proud partner of The Philanthropy Center at the College of DuPage: <http://bit.ly/PCGlenEllyn>

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Editor's Note

Celebrating
25 years 10th awards

Dear VIEWPOINT readers:

Thank you for reading VIEWPOINT. If you missed the Fall issue of VIEWPOINT featuring the Awards Luncheon photos, you can find it and other past newsletters at www.wspnonline.org.

Also, it's not too late to order a one-hour DVD of the luncheon. To receive a copy, please send \$10 payable to:

WSPN
P.O. Box 268
Wheaton, IL 60187-0268

Many wishes for a happy holiday season and a prosperous New Year.

Sincerely,



Jill McWilliams, editor

Advertising in VIEWPOINT

A limited number of business-card sized advertising spaces are available in VIEWPOINT.

- \$190 for four issues, renewable in January,
- \$ 60 for a single ad,
- \$110 for two inclusions, and
- \$160 for three ads.

To place an ad in VIEWPOINT, email (jillm@elmhurst.edu) a camera-ready business-card sized ad.

Send a check made payable to **West Suburban Philanthropic Network** to:

Jill McWilliams, VIEWPOINT Editor,
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Please consider our advertisers when seeking services. Their ad fees help with the production costs of our award-winning publication.

Goods do Zealous Good (continued from page 1)



Children receive bikes that were donated to Project Education Plus.

WSPN members should get involved

Although Zealous Good started in Chicago, over the past year, donors from the western suburbs have started donating quality items, such as electronics, sports equipment, office supplies and household items.

Zealous Good makes the process of requesting and receiving donations simple. Nonprofits that create a profile begin receiving donation opportunity emails.

"If a nonprofit wants to request an item, it's just a few clicks and it's done. We're designed to make the in-kind donation process easy. Clearly, WSPN members should like that," Graunke said.

To join, visit ZealousGood.com and click "GET" to create a profile. It's free to list your in-kind needs. If you see donations you need, you pay only a small fee (\$5 to \$10) if you receive them. "We keep it easy and simple," Graunke said.

To donate items, click "GIVE." Generally, a match is made within 24 to 48 hours. After donating, a follow-up story is sent documenting your donated item's impact.

Graunke conceptualized the idea of Zealous Good in 2010 while working at United Way, where she saw missed connections of in-kind donations.

"A donor would mention wanting to donate his kids' bikes, and then I'd see an organization that wanted to provide resources to children. A company had a copy machine to donate and a nonprofit needed one to replace theirs. I wanted a way to connect these people in a way that was easy and meaningful; that's how the idea started," Graunke said.

From there, Graunke created a plan and six months later left United Way to start Zealous Good. In March 2011, Zealous Good started with a pilot of four nonprofits. "It was successful, and we've been growing and expanding ever since," Graunke said.

Since launching in 2011, Zealous Good has:

- 140-plus nonprofit members
- about 1,000 donors
- donated items valued at \$250,000
- about 10,000 page views per month
- plans for expanding to additional cities next year

Help your goods do great by visiting ZealousGood.com or contact Brittany Martin Graunke at brittany@zealousgood.com or (312) 841-1688.

Spotlight

Featuring a WSPN Member Organization



Since 1985, **NAMI DuPage**, a nonprofit affiliate of the National Alliance on Mental Illness, has had a valuable impact on the lives of individuals with mental illnesses and their families. Their mission is to provide support, advocacy and education in order to improve the quality of life of individuals with mental illnesses and their families.

The largest NAMI affiliate in Illinois and among the most creative and active of the 1,200 chapters across the United States, NAMI DuPage accomplishes its work without federal or state funding and without financial support from NAMI's national and state organizations. Moreover, all of their support and education programs are free.

NAMI achieves its goals through the generosity of individuals, businesses, organizations and foundations, such as The DuPage Community Foundation, Community Memorial Foundation, and Illinois Children's Healthcare Foundation.

Angela Adkins, executive director, leads a full-time staff of two, a part-time staff of twelve, and about 250 dedicated volunteers. They strive to change the face of mental illness so that education, support and advocacy will lead to earlier diagnosis, understanding and acceptance.

Mental illnesses are medical conditions, not character flaws, which disrupt a person's thinking, feelings, mood and ability to relate to others. Serious mental illnesses include major depression, obsessive-compulsive disorder, panic disorder, post-traumatic stress disorder, bipolar disorder, schizophrenia and borderline personality disorder.

With treatment, recovery is not only possible, it is probable. Most people who live with serious mental illness can reduce the impact of their illness and find achievement and independence.

Support

NAMI DuPage's staff and dedicated volunteers reach thousands each year by offering free, targeted support programs that bring hope, improve lives and encourage recovery.

- **NAMI Connection** – weekly 90-minute recovery support group for individuals living with mental illness. Participants learn from each other's experiences, share coping strategies and offer mutual encouragement and understanding.
- **Family Support Group** – twice-monthly meeting of caregivers of individuals who have mental illnesses. Members speak frankly about their challenges and provide insights by sharing learned wisdom.
- **Parent Support Group** – geared specifically for parents of children, ages 18 and younger, who have mental illness.
- **NAMI Resource Line** – 35 hours per week, provides a sympathetic and informed "listening ear," resources, referrals and advice to individuals and their families who are living with mental illness.
- **Drop-in Recreation Centers** – weekly social events, held in the evening or on weekends, where participants enjoy food, fellowship and recreational activities. One of the weekly events is targeted for those 18 to 30 years old.

Education

Last year, NAMI DuPage served over 13,000 people with a range of free programs that dramatically improved lives.

- **Wellness Recovery Action Plan (WRAP)®** – eight-week program where participants are taught to develop comprehensive, personalized plans that help them achieve recovery, manage symptoms and improve their quality of life.
- **Family to Family** – 12-week program where families, partners and friends of individuals with mental illness are taught about many aspects of mental illnesses and their treatment, including constructive responses to the trauma of mental illness.
- **NAMI Basics** – six-week program for

caregivers of children, under the age of 18, who have been diagnosed with mental illness or an emotional disturbance.

- **Recovery Connections Hospital Programs** – regularly scheduled presentations held on the psychiatric unit. Led by NAMI individuals and family members, patients and their families hear firsthand stories of hope and recovery.
- **Ending the Silence** – a 50-minute NAMI DuPage "signature" program presented in many area high schools. Through PowerPoint, video and personal testimony, students learn about depression and other mental illnesses, including signs and symptoms, and how to find help for themselves and others. In 2012, NAMI DuPage began offering a similar program called ETS 101 in middle schools.



Brenda Hilligoss, NAMI School Connections Director, presents an "Ending The Silence" program at Hinsdale South High School.

Advocacy

NAMI DuPage participates with other NAMI affiliates to provide a key voice for state and federal, public and private-sector policies that facilitate research, end discrimination, reduce barriers to a successful life and promote timely, comprehensive and effective mental health services and support.

To learn more about NAMI DuPage, please visit www.namidupage.org.

Scholarship Program Update

The WSPN board was pleased to award funds through WSPN's Scholarship Program to two WSPN members:

Cathy Mousseau, president of Mousseau Consulting Group, attended A Rainbow of Opportunities: Finding Your Pot of Gold in a Tough Economy, a one-day seminar led by the Chicago Chapter of the Grant Professionals Association.

"I would like to thank WSPN for helping to enhance my fundraising skills and encourage others to take advantage of WSPN scholarship opportunities," Mousseau said.

Maeven Sipes, senior development officer in individual giving at Northern Illinois Food Bank, attended a Developing Major Gifts class through The Fund Raising School at the Center of Philanthropy at Indiana University.

"I am very grateful to WSPN for the scholarship which helped cover the expenses for this valuable class. I would recommend classes through The Fund Raising School to other development professionals looking for insight and assistance in advancing their organization," Sipes said.

If you are a WSPN member and your organization does not have sufficient funds for conferences, workshops or training activities, which would enhance your fundraising skills, please submit a scholarship application found at www.wspnonline.org. Questions? Please contact Mentoring Chair Susan Rudigier Mchabcheb at smchabcheb@easterseals.com.

West Suburban
Philanthropic
Network

What's In a Name? (continued from page 1)

rights should be permanent or for a term of years, under what conditions the rights might be revoked, whether there should be different rules for individuals versus corporations, etc. A content-rich resource is the Supporting Advancement website, where you will find samples of naming policies from several charities: http://supportingadvancement.com/more_with_less/policies.htm. Look for the "Naming" link toward the bottom of the page.

I have also made some of my own examples available on my website: <http://www.thefrontlinefundraiser.com/resources/>. The documents I recommend include:

- Space Naming Template - offers a mathematical approach to setting gift amounts for physical spaces
- Space Naming Sample - a sample of a promotional item from NKU Chase College of Law
- Endowed Funds Naming - a sample of a promotional item from NKU Chase College of Law

In your marketing/promotion plan: 1) Create printed materials to share with prospective donors. Samples (see above) are available on my website. 2) Collect stories of donors who were given naming rights. Why did they give and what did it mean to them? These testimonies, whether in print or shared face to face, can inspire and inform new prospects.

NAMING PHYSICAL SPACES

Once you do the math as suggested in my Space Naming Template, consider: 1) your organization's policies, 2) any historical or local precedents, and 3) what your donor market will bear.

Typical naming policies suggest that the calculated value of a building/room should first be divided in half, so the initial naming gift amount should be 50 percent of the value. It is still key, however, to determine whether your prospective donor base is willing to give that amount. One effective test is to talk with some of your more dependable volunteer leaders and donors.



R. Daniel Shephard, CFRE, is founder of The Shephard Group, which provides training and consulting for frontline fundraisers. He has served as a fundraiser in planned giving and major giving positions at Florida State University Foundation, Pamplin College of Business at Virginia Tech, The Citadel Foundation, and currently at Northern Kentucky University Chase College of Law. His 26 years of experience, first in the performing arts and then in higher education, helped form the philosophies that guide his workshops and coaching programs. Learn more about Shephard and his training programs at www.thefrontlinefundraiser.com. ●

If you discover you can successfully ask for 25 percent of the value of a building in order to secure the gift, then you have likely found your baseline for the final ask amount.

NAMING ENDOWED FUNDS

Say a program you want endowed has an annual operating budget of \$5,000. You need an invested fund of \$100,000 earning at least five percent per year in order to generate that amount. Once you do the math, you must again ask the questions I suggest above, as well as: Can you identify a prospective donor likely to give \$100,000 to name the fund? What lesser amount are you willing to accept in order to name and activate that fund?

Consider that a named fund does not have to cover 100 percent of a program's annual costs. My own rule of thumb is that any named endowed fund should generate at least \$1,000 per year, and that's pretty much restricted to program-related endowments, i.e. the (Donor's Name) Fund for Excellence in . . . This simple device permits multiple named Funds for Excellence for any specific purpose. As a result, you could secure five named Funds for Excellence for . . ., each of which would contribute to the fund's mission.

Scholarships and endowed chairs deservedly carry much higher price tags. The law school where I work requires a minimum endowed gift of \$25,000 to name a scholarship (generating \$1,250 annually) and \$1,500,000 to endow a faculty chair (generating \$75,000 annually).

My closing advice is simple. Once you draft your policies, file them where you and the next generation of fundraisers can find them. There is no reason to reinvent the process. By all means, however, update your policies, price points and promotional materials, but if your policies and practices for securing naming gifts are good today, shouldn't they be good for the campaign you're planning? Shouldn't those policies, proven in practice, also survive the campaign? You do plan to ask someone new for a gift tomorrow, don't you?

West Suburban Philanthropic Network's 2013 PHILANTHROPY AWARDS

Call for Nominations

The West Suburban Philanthropic Network calls for nominations in eight major philanthropic categories for its **Eleventh Annual Philanthropy Awards Luncheon at 11 a.m. on Wednesday, May 22, 2013 at Meson Sabika in Naperville.** The purpose of the award program is to recognize and celebrate those individuals, businesses, foundations and organizations that provide so much to sustain and enhance the rich philanthropic environment that is fundamental to the quality of life in the western suburbs.

Categories consist of:

- **Philanthropist of the Year** - presented to an individual who has demonstrated an exemplary model through financial support on behalf of charities in the western suburbs.
- **Philanthropic Leadership Award** - presented to an individual who has provided extraordinary leadership and action that has significantly impacted the philanthropic process of several local charities and the broader philanthropic culture within the western suburbs.
- **Humanitarian of the Year** - presented to an individual who has demonstrated an extraordinary humanitarian effort in making a major impact on the quality of life in the western suburbs.
- **Corporate/Foundation/Service Club* Philanthropic Award** - presented to an organization that has demonstrated an unusual commitment to the western suburbs through financial support, leadership and volunteerism.
- **Nonprofit Executive of the Year** - presented to a senior-level nonprofit executive who has demonstrated exceptional leadership in advancing the mission and services of his or her organization for the benefit of residents in the western suburbs.
- **Grantmaker of the Year** - presented to a corporate or foundation philanthropic officer who has represented the donor organization with professional leadership while providing exceptional assistance to the west suburban nonprofit community.
- **Nonprofit Volunteer of the Year Award** - presented to an individual who has taken a leadership role in advancing the philanthropic programs of the local charity with which the individual serves as a volunteer.
- **WSPN Distinguished Service Award** - presented to a WSPN member whose efforts have helped to significantly advance the mission of WSPN.

(*NEW CATEGORY: Service Club)

The deadline for submitting nominations is 5 p.m. Friday, February 1, 2013. All nominations must be written in the form of a nomination letter (no more than two pages) and submitted to Courtney Simek, Program Manager, Teen Parent Connection, 739 Roosevelt Road, Bldg 8, Suite 100, Glen Ellyn, IL 60137 or emailed to courtneys@teenparentconnection.org.

Nomination letters should include the following:

- A detailed list of the nominee's philanthropic accomplishments in the western suburbs.
- Biographical information including the nominee's address, phone, fax, email and relevant professional experience.
- If selected, a headshot of the nominee will be requested for publicity purposes. (Please note: Corporate/Foundation/Service Club Philanthropic awardees will be asked to submit a logo.)

Awardees and their nominators will be notified in February. Recognition of honorees will occur at WSPN's Eleventh Annual Philanthropy Awards Luncheon on Wednesday, May 22 at Meson Sabika in Naperville. The networking reception is from 11 to 11:30 a.m.

Reservations for the luncheon will be accepted in early February. Individual tickets are \$50 per person or \$500 for a table of 10, which includes a business card ad in the program.

For more information regarding reservations or to inquire about ad rates and sponsorship opportunities, please contact Courtney Simek at courtneys@teenparentconnection.org or Lora Vitek at lvitek@deltadentalil.com.

There are more than 5,000 organizations serving the western suburbs ranging from large educational and healthcare institutions to environmental groups, human service agencies, museum and theatrical groups. The WSPN Philanthropy Awards Luncheon seeks to recognize those individuals who provide the resources, both human and financial, that fuel these vital programs and services. For more information, please visit www.wspnonline.org. ●



Join us for the next WSPN Philanthropy Awards Luncheon on Wednesday, May 22, 2013 at Meson Sabika in Naperville.

(Photo by LeVern Danley, LAD4 Creations, Inc., www.LeVernDanley.com)

Blasts from the Past

By Jill McWilliams, VIEWPOINT editor

The Most Effective Ways to Cultivate Major Gifts Prospects



On Sept. 20, Travis Carley, corporate vice president of Custom Learning Services (CCS), presented at Mayslake Peabody Estate in Oak Brook.

Travis provided a wealth of information, but here are his top tips:

1. Why cultivation?
 - a. Increases donor's familiarity and understanding.
 - b. Builds loyalty, commitment and admiration.
 - c. Makes the donor feel valued and appreciated.

- d. Communicates and inspires investment to the vision.
- e. Develops a genuine donor-solicitor relationship.
- f. Creates an expectation: "We want to see you."

2. Have a plan.

- a. Cultivation is one step in the intentional process of engaging your top prospects. Outline a written strategy for top prospects with specific steps and a timeline that takes prospects from today to the end result—an ask.
- b. Cultivation must be meaningful.
- c. Effective cultivation provides new information to the donor, gleans new details to inform solicitation and makes progress toward the ask.

3. Engage in effective cultivation. Use a combination of foreground (active) moves and background (passive) moves to cultivate prospects:

- a. Onsite opportunities at your facility.
- b. Advisory opportunities asking for input and advice.
- c. Donor/prospect meetings with face-to-face engagement.
- d. Cultivation events and cultivation at events.
- e. Background moves that are personalized and provide relevant and meaningful information.

4. Cultivation tips:

- a. Move from "non-threatening" group opportunities to more personal cultivation.
- b. Strategic, personalized contact.
- c. Focus on top prospects.
- d. Listen to your donors.
- e. Know the purpose of each "move."
- f. Always be prepared to ask.

If you would like to learn more about CCS's services, please contact Travis at tcarley@ccsfundraising.org or visit www.ccsfundraising.com.

Using Social Media to Create Loyal Donors



On Oct. 18, Dana Runimas-Plazyk of Social Marketing Business Solutions, and Angel Oakley of Unicatis Marketing presented at Cosley Zoo in Wheaton.

There is no question that social media is an affordable marketing and communication tool that all nonprofits should use.

Dana talked about the importance of having a well thought-out social media strategy in place—with a desired purpose and outcome—before jumping into

any of the social media networks. She suggested starting with "the end in mind" to develop this plan.

Angel emphasized the power of telling a compelling story and how social media enables a greater reach than ever before. She used the Bible as an example of how its captivating stories still provide powerful messages 2,000 years later. Today, through social media you can reach millions of people in minutes with the right story.

The story (also known as content) is driven by word of mouth and should be told from the perspectives of both the organization's and those whom the organization benefits.

Using blogging techniques, reusing and repurposing your story/content within other social networks, such as Twitter, Facebook or LinkedIn, will leverage a greater audience reach. It is also important to remember that your information should have search engine optimization to elicit your results when people search for that type of content.

Creating an effective and dynamic social media strategy will increase:

- awareness of mission/cause
- fundraising activity
- volunteer participation
- excitement about the cause/mission

See VIEWPOINT's Resource Round-up section on page 11 to view the social media resources they shared.

For more information, visit:

- www.NoExcusesMobileMarketing.com or contact Dana Runimas-Plazyk at noexcusesmobilemarketing@gmail.com;
- www.unicatis.com or contact Angel Oakley at angel.oakley@unicatis.com.

Engage Donors with a Compelling Story



On Nov. 15, Pon Angara, director of Barkada Circle, led an interactive exchange at Mayslake Peabody Estate in Oak Brook.

Introducing your non-profit to a new audience through storytelling makes for a more memorable experience. And every nonprofit has a compelling story behind its mission.

Emotions conveyed in a story act as seasonings that make key information and messages easier to swallow

and digest. Mixing emotions with information improves retention in the brain.

In order to trigger desired emotions in your audience, your story must engage as many of the human senses as possible. Sight, sound, taste, touch and scent all work to create an unforgettable encounter.

The arts is an infinite source of unique and powerful multi-sensory experiences. The visual arts, music, theater—even food—create a feast for our senses. Most likely the experience becomes a story we tell and retell.

Communicating your value can be better understood through a short story with a beginning, middle and an end. It paints a more seamless and engaging picture of real change that connects mission to people to outcomes. It's also about strengthening relationships and creating new ones.

For more information, visit barkadacircle.com or email Pon Angara at pon@barkadacreative.com. ●

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- Proven Increased Funding

Cathy Mousseau President
630.674.4662 cathymousseau@ameritech.net

Building our Membership

In the last issue of VIEWPOINT, I asked: *Are there new ways WSPN could support you professionally?* Since I didn't receive any feedback, I'm asking again. I truly want to hear from you, so **please join the conversation on LinkedIn or email your thoughts to aspehar@naperville203.org**. Thanks in advance.

At our last board meeting, I asked, "Why do we want additional WSPN members?" Here are some of the ideas we brainstormed:

- Networking with professionals—whether current, former or new friends—keeps us fresh. The more members we have, the more networking opportunities we'll have.
- By learning from and associating with a variety of fundraising professionals, we gain new perspectives and experiences.
- We are all responsible for identifying, mentoring, engaging and educating professionals in our industry.
- The more members who become engaged, the more opportunities we can offer, such as: better member stewardship, an annual conference, webinars, more CFRE opportunities, new member orientations, social events, or online education.

Imagine how we could advance philanthropy if we reached 1,000 members! If you haven't renewed your membership, please do so today. If you know a colleague who could benefit from WSPN, please invite them to join. If you are the CEO, president or executive director of an organization, please encourage your development staff to join. In every way, a WSPN membership is a great (and inexpensive) investment.

Building WSPN's membership is everybody's business because a strong membership benefits everyone. Thank you.

Ann E. Spehar, membership chair

Become a member:

Check out our website at www.wspnonline.org to learn more about WSPN benefits including our monthly educational events, listing of job opportunities, Peer Mentor Program and scholarship information.

Join online or by downloading a membership application. Nontransferable dues are \$40 per year. Should you have any questions, please contact Ann E. Spehar, membership chair.

Attention members:

We want to keep in touch!

Have you changed jobs or received a new title?

Do you have a new email or mailing address?

Simply log into your profile on www.wspnonline.org with your email and password and update your contact information. You can even request a new password if you've forgotten yours.

Also, join WSPN on LinkedIn to extend your networking possibilities and be a part of the dialogue.

Member News



Catherine Brod is the new vice president of development and executive director of the College of DuPage Foundation.

Brod worked in education for 25 years, most recently for 15 years as executive director of the Harper College Educational Foundation and chief advancement officer at Harper.

After earning bachelor's and master's degrees in communications from Eastern Illinois University, Brod began working for the Department of Ophthalmology and Visual Sciences at the University of Illinois at Chicago Medical Center, where she eventually became executive director of the Illinois Eye Foundation and advancement director for the Department of Ophthalmology.

Brod is currently a doctoral candidate in community college leadership at National-Louis University.

At College of DuPage, her goals include developing a strong working relationship with senior management and positioning the Foundation in the forefront of community college foundations.



Rupa Brosseau joined the American Veterinary Medical Foundation in April 2012 as director of development and engagement. With almost ten years of experience in the nonprofit sector, Brosseau brings a vast amount of experience to the team. Previously, she was the marketing manager

at AVMA for eight years where she led the marketing team. During her tenure, the AVMA brand became stronger, attendance at the Convention grew and her work was recognized with numerous industry awards.

In her new role at the AVMF, she is expanding its reach and strengthening its brand identity. Skilled at seeing the big picture and achieving the Foundation's five strategic goals, she is excited about playing a large role in the growth and success of the AVMF.



In April, **Meghan Higham** joined the DuPage Habitat for Humanity team as director of development. In her position, Higham is responsible for fundraising and marketing efforts.

From 2008 to 2011, Higham served as director of development for an Illinois mental health advocacy nonprofit organization where she was responsible for all aspects of fundraising and marketing. Before returning to the area, Higham held the position of area executive manager for the American Cancer Society's Mid-Atlantic Division in Morgantown, West Virginia.

Higham resides in Lockport, Ill. with her husband, Rich, and their three daughters, Maeve, 5, and four-year-old twins, Anna and Quinn.



In October, **Chrissie Howorth** joined Visiting Nurse Association (VNA) Health Care as associate vice president of development. VNA Health Care is a humanitarian, nonprofit organization dedicated to providing compassionate, dependable and comprehensive primary care and community health services.

VNA provides care in 10 counties to a vulnerable population regardless of their ability to pay for care.

This move has brought Howorth in a full circle, as she started her career as a nurse. She is excited about the great opportunity of sharing the work of VNA Health Care and engaging existing and new donors in the joy of supporting this valuable mission.

After serving for 12 years as the site manager at Mayslake Peabody Estate, Howorth is delighted to continue her relationship with the work of the Forest Preserve District and is now serving as a board member of the newly founded Friends of the Forest Preserve District of DuPage County Foundation.



BE A PART OF SOMETHING GREAT!

Northern Illinois Food Bank needs your energy and skills for their **Young Professionals Board** (YPB). Join to connect and network with a dynamic group of young professionals, aged 25-45, who have a passion to take action on the issue of hunger in the Chicago suburbs.

As a member of YPB, you will have the opportunity to network, advocate and create awareness for Northern Illinois Food Bank and its mission in feeding hungry neighbors and to serve as active committee members for the YPB networking and fundraising events.

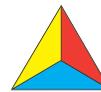
To learn more or join YPB, visit SolveHungerToday.org and click "Get Involved" or contact Tiffany King at (630) 443-6910 ext. 136 or TKing@NorthernILFoodBank.org.

Share your Member News:

Tell us about your job change, promotion, professional development, awards, honors and other news. Please email your news and photo to Jill McWilliams, VIEWPOINT editor, at jillm@elmhurst.edu.

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Resource Round-up

Here are some of **Donors Forum's** upcoming workshops:

Proposal Writing

Proposal Writing 201, 202, 203: Advanced Proposal Writing Series

This series can help staffers—in fundraising, finance, administration, and program—to understand the parts of the proposal, their role in creating it, and how to collaborate to secure grants. In the last course, you'll even have the opportunity to receive feedback from a grantmaker on the draft of your proposal, which will be sent to and reviewed by a program officer between the 202 and 203 workshops.

NEW – Introduction to Nonprofits

Nonprofits 101: Introduction to Being a Nonprofit Professional

While nonprofits share many similarities with for-profit businesses, there are some differences that nonprofit professionals need to know in order to be successful. Understanding nonprofit governance, funding structures, best practices, and key trends and issues that affect program delivery can help expedite your ability to contribute to your organization as a nonprofit professional. This two-day workshop is designed for those new to working with nonprofits—either as a recent graduate or an experienced professional transitioning to work with nonprofits for the first time. Participants will explore the historical foundation of nonprofits and the Illinois nonprofit and philanthropic community, learn about best practices in nonprofit management, and meet other professionals in the field.

Courses start in February. For more information or to register, visit www.donorsforum.org and click Calendar of Events.

Social Media Resources:

npengage.com

A nonprofit resource for need-to-know news, trends, and best practices.

Techsoup.org

A nonprofit providing other nonprofits and libraries with technology that empowers them to fulfill their mission and serve their communities.

WordPress.com

A free blogging platform.

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Save These Dates . . .

West Suburban Philanthropic Network Programs

Please save these dates . . . and join us for the exciting events we have planned.

WSPN programs are free for WSPN members and \$25 for non-members.

Programs are usually held on the third Thursday of each month.

Registration and refreshments begin at 8 a.m. and the program begins at 8:30 a.m.



Thursday, Dec. 13

WSPN Holiday Cheer Networking Event

Meet and mingle. Bring plenty of business cards.

Enjoy complimentary appetizers; purchase your own beverages.

Free to members; \$10 for non-members.

RSVP required online by Dec. 11.

Time: 5 - 7 p.m.

Location: Ellyn's Tap and Grill, 940 Roosevelt Road, Glen Ellyn, IL 60137

Thursday, Jan. 17

Topic: Grantwriting

Speaker: Barb Szczepaniak, Director of Programs, The DuPage Community Foundation

Location: King-Bruwaert House, 6101 S. County Line Road, Burr Ridge, IL 60527

Thursday, Feb. 21

Topic: Innovative Donor Recognition

Speaker: Laura Zumdahl, Donor's Forum

Panelists TBA

Location: Naper Settlement, 523 S. Webster St., Naperville, IL 60540

Thursday, March 21

Topic: Best Practices with Mobile Apps, Quick Response (QR) Codes and Mobile Websites

Speakers: Frank C. Hudetz, Elk Grove Graphics

Barbara Rozgonyi, CoryWest Media, LLC

Location: Marianjoy Rehabilitation Hospital, 26W171 Roosevelt Road, Wheaton, IL 60187

Thursday, April 18

Topic: Funder's Panel

Moderator: Dave McGowan, President, The DuPage Community Foundation

Foundation Panelists TBA

Location: DuPage County Historical Museum, 102 East Wesley Street, Wheaton, IL 60187



11th Annual Philanthropy Awards Luncheon

Wednesday, May 22

Eleventh Annual Philanthropy Awards Luncheon

NEW LOCATION: Meson Sabika in Naperville.

Networking begins at 11 a.m., luncheon follows. Reservations begin in February;

\$50 per person or \$500 for table of 10 which includes a business card ad in the program.

For more information or to register, visit www.wspnonline.org.

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