

VIEWPOINT

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WSPN mission:

To offer support to
development professionals
and advance philanthropy.

Learning the Gentle Art

WSPN offers ongoing professional development opportunities

By Chrissie Howorth

Hank Rosso, founder of The Fund Raising School at Indiana University, described fundraising as the gentle art of persuading people to experience the joy of giving.

For the over one million public charities in the U.S., each with their own mission to fulfill and stories to tell, mastering this gentle art and teaching it to others often falls into the hands of development professionals.

With the economic climate, many fundraisers are challenged with finding the balance between learning and teaching the gentle art coupled with acquiring new skill

The Art of "Gentle" Persuasion

sets for themselves.

A recent Chronicle of Philanthropy article summarized the views of executive recruiters and fundraising experts who say that "people skills" alone no longer make for a successful fundraising professional.

Instead, emerging trends will create demand for development professionals

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6 Proactive Approaches to Grant Rejections

By Jill McWilliams, VIEWPOINT editor



In response to "Behind the Scenes of Grant Writing" presented by Barb Szczepaniak, director of programs of The DuPage Community Foundation (see Blasts from the Past page 8), I thought I'd delve deeper into the topic of handling rejection.

After weeks and even months of working on a proposal for a much-needed project or service, a rejection letter could seem disappointing, however, consider the

opportunities. A rejection letter isn't the end; it's the beginning of bringing you one step closer to receiving funding.

1. "No" doesn't mean never:

It could mean not right now. There are many reasons a proposal may not be funded. If limited resources fall below the number of viable submissions, consider submitting again during the next funding cycle.

2. Ask for reviewers' comments:

An opportunity to work with a funder and cultivate the relationship is always a positive. Given the submission met the grant requirements, many granting agencies, if not otherwise stated, welcome questions. Ask about the proposal's strengths and weaknesses, consider if the plan needs reevaluating and incor-

(continued on page 6)

WSPN mission:

To offer support to development professionals and advance philanthropy.

WSPN core services:

education, networking, and advocacy

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Dues to join WSPN 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

The Digital Frontier

For most people, the beginning of the year marks a time of restoration and new beginnings. In the arena of philanthropy and nonprofits, many of us are already hard at work cultivating relationships, applying for funding, creating strategic outreach plans and executing fundraising efforts.

Learning about and attending several cause-driven events since the New Year, I am struck by how much our field is changing. With the integration of technology and the advent of industry-tailored tools, we have more opportunities to reach our constituents than ever before—in what some have dubbed “experiential fundraising.” Engaging with donors through various channels, we can now create more holistic encounters.

Many large-scale fundraising events have augmented their raffles and auctions by using a digital platform to manage the process. Hiring a vendor, your organization cannot only hand over the management of these types of activities, but also increase the reach and accessibility beyond the physical limitations of your event space.

By creating a webpage for your auction and/or raffle, the public can view your offerings well in advance of your event and start the bidding process much earlier. People are able to place bids from their computers and by texting from their phones. At your event, guests can bid throughout the affair without ever having to leave their table. These efforts have ultimately led to much higher returns for most organizations.

Although social media has spread awareness of our organizations for several years now, technology has allowed us to connect with donors in new and exciting ways. New apps on Facebook and other platforms allow groups to create awareness, share their mission and raise money



online within the platform itself. YouTube also has a donate feature which organizations leverage by sharing updated video content to illustrate their work and cultivate donations.

All of these enhancements have also changed the playing field for the donor as well. Technology has led to an increased amount of liability for the fundraisers themselves. Donors have become increasingly savvy and rightly expect transparency with regard to where exactly their money is being used. Armed with ample resources, your constituents are well informed, which should be your goal.

What does all of this mean for us? It means that we must strive to connect with our donors in new arenas with honest, compelling and engaging content. I wonder how many of you are like me, standing on the edge of this digital frontier with a mixture of excitement and trepidation at these ever evolving opportunities to share our missions clearly and with a new voice.

Sincerely,

Chrissie Howorth

Philanthropy Center News

Building an Exceptional Board

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

The very best boards add significant value to their organizations. According to a 2010 study conducted by BoardSource, board performance is not at its peak.

Both board members and executives continue to cite the need for improvements, especially in the areas of building board diversity and fundraising. If you answer to a board or are currently serving on one, here are a few resources that can help your board become exceptional.



- **The Board Building Cycle: Nine Steps to Finding, Recruiting, and Engaging Nonprofit Board Members** by Berit Lakey. This bestseller addresses everything from how to recruit as well as ways to rotate out board members to make room for new skills and insights.
- Need something short and to the point? Seek out **The Ultimate Board Member's Book** by Kay Sprinkel Grace. This book provides a one-hour guide to understanding and fulfilling the role and responsibilities of a board member.
- **Fired-Up Fundraising: Turn Board Passion into Action** by Gail Perry provides exercises and sample board commitment letters to engage your board members.
- **Managing Executive Transitions: A Guide for Nonprofits** by Tim Wolfred. Find a step-by-step model for managing leadership turnovers.
- **National Council on Nonprofits** (www.councilofnonprofits.org). This online source offers information on board member selection, succession planning and increasing diversity on boards.
- **BoardSource** (www.boardsource.org) provides leaders with an extensive range of tools and resources including research, ebooks and webinars.
- **Board²** is a free program from Giving DuPage that will multiply the power of non-profit boards by matching talent to need. **Board²** is directed by Dr. Kimberly Mills who has been involved in the creation of similar programs in Pennsylvania and Texas. For more information, contact Kimberly.Mills@dupageco.org.

Although the College of DuPage Library is currently undergoing renovation, the collection is available. Our next FREE orientation to the books and databases in the philanthropy collection is at 9:30 a.m., Tuesday, March 26.

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 nonprofit resources, please contact me at (630) 942-2313 or kickels@cod.edu.

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Your voice:
amplified

Your mission:
maximized

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West Suburban
 **Philanthropic
Network**

Editor's Note

Dear VIEWPOINT readers:

Congratulations to the honorees of this year's 11th Annual Awards Luncheon. Many have benefitted in countless ways through the generous contributions of these philanthropists and organizations.

Please join us on Wednesday, May 22 to recognize their contributions and reflect on the meaning of giving.

**"I do the very best I know
how—the very best I can, and I
mean to keep on doing so
until the end."**

— Abraham Lincoln

We hope to see you there.

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:

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WSPN's Philanthropy Awards Honorees

WSPN is pleased to announce the 2013 honorees who will be recognized at the 11th Annual Philanthropy Awards Luncheon on Wednesday, May 22 at Meson Sabika in Naperville. These honorees provide funding, leadership and gifts of time and talent to many nonprofit organizations that do so much to enhance the quality of life in our communities.

West Suburban Philanthropic Network's 11th Annual Philanthropy Awards Honorees

Philanthropists of the Year

John P. Calamos, Sr. and Mae Calamos (Naperville)

Philanthropic Leadership Award

Ed Momkus and Betsy Goltermann (Elmhurst)

Humanitarian of the Year

Jim Elliott, president and founder, Diveheart (Downers Grove)

Nonprofit Executive of the Year

Linnea Windel, executive director and president, VNA Health Care (Aurora)

Corporate Philanthropic Award

Ecolab (Itasca)

Foundation Philanthropic Award

The Dunham Fund (Aurora)

Service Club Philanthropic Award

The Rotary Club of Elmhurst (Elmhurst)

Grantmaker of the Year

Cindy Raab, program officer, Topfer Family Foundation (Austin, TX)

Nonprofit Volunteer of the Year

Jon Habegger (Batavia), volunteer supervisor of
Northern Illinois Food Bank

WSPN Distinguished Service Award

Jill McWilliams (Lombard)

The networking reception is from 11 to 11:30 a.m. followed by lunch. 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 visit our website at www.wspnonline.org or contact Courtney Simek at (630) 790-8433, ext. 307 or courtneys@teenparentconnection.org.

who also possess entrepreneurial ability and spirit, who have cross-cultural and generational knowledge and who are strategic, analytical and technologically savvy.

If you add to that the critical elements of character, integrity, ethics and an ability to build, nurture and sustain relationships, (oh and optimism, patience and a sense of humor!) then you will likely have found an individual who will consider professional development an asset, not only for themselves but also for the organizations in which they serve.

WSPN's mission is to offer support to development professionals and advance philanthropy. In an effort to further and achieve our mission, the board began discussions on how best to promote the importance of ongoing professional development and also support members who are looking to improve their practice and further their careers within the field of development.

With over 250 educational institutions now offering certificates and degrees in topics related to fundraising management, in addition to professional accreditations, it is easy to become overwhelmed by both the options and the associated expenses of professional educational opportunities.

WSPN is here to support you. Are you taking full advantage of your membership and making the most of the professional development opportunities available to you? From September through June, we provide monthly programs that carry professional CFRE credit hours and also offer networking opportunities.

Have you ever applied for a WSPN scholarship to attend a workshop or conference? Have you ever considered asking for help in finding a mentor or improving your practice by being a mentor? Both are great opportunities to learn and to teach. Why not think about joining one of the

WSPN committees? It's an excellent way to give back and develop your skill set.

Are you thinking about beginning the process of becoming a Certified Fund Raising Executive (CFRE)? Upon reviewing the *CFRE Resource Reading List*, WSPN worked with the Philanthropy Center at the College of DuPage (COD) to ensure that those resources are available at the Library and are thereby accessible without expense.

WSPN recently made a gift to the Philanthropy Center for the purchase of needed CFRE resources that were not in the collection. If you live or work in the COD district, you may obtain a COD library card and check out these materials.

Within our network, there are members who hold a multitude of professional certifications, nonprofit management and fundraising degrees, and CFRE/ACFRE accreditation. If you would like to learn more about their professional development experience, then why not post an inquiry to our LinkedIn group or send them an email via your membership directory?

WSPN is here to support you, so please take a moment to learn and share some of the gentle art right here within your own professional network.

For more information about Mentoring and Scholarship, please do not hesitate to contact Susan Rudigier Mchabcheb at smchabcheb@easterseals.com.

Chrissie Howorth has been a member of the West Suburban Philanthropic Network since 2005 and has served in several capacities on the board. She currently serves as president of WSPN and is associate vice president of development at VNA Health Care. ●

Philanthropy Center

FREE Orientation Sessions

If you haven't been to the Philanthropy Center at the College of DuPage Library, it's time for a visit. The collection contains resources on popular topics such as prospect research, board development, and grant writing.

Register online for an upcoming hands-on session and experience for yourself what most of your colleagues already know.

Two orientations are scheduled for spring:

- Tuesday, March 26
9:30-11:00am
- Friday, May 3
9:30-11:00am

Participants will be introduced to the databases and books available at the COD Library. Optional hands-on time is available after each orientation.

To register online, visit www.cod.edu/library/Philanthropy/Workshops.htm or call (630) 942-3364.

The Library is located in the Student Resource Center on the College of DuPage campus in Glen Ellyn.

The Philanthropy Center is a partnership between the Donors Forum and the College of DuPage to meet the information needs of nonprofit organizations located in the western suburbs of Chicago.

Scholarship Program Update

The WSPN board was pleased to award funds through WSPN's Scholarship Program to a WSPN member:

Deaconess Kris Blackwell, director of development of Voice of Care, attended a conference hosted by the Association of Lutheran Development Executives (ALDE), of which Blackwell is a member. The ALDE conference, held on February 8 to 11 in Indianapolis, Ind., offered intense seven-hour sessions and various networking opportunities.

This conference, Blackwell said, brings together those who work in faith-based organizations. Thus the teaching on donor acquisition, retention, and planned giving is taught from a Biblical perspective using the best techniques available from the industry today.

"The main thing I brought back was that in a 'small shop' of one person, I really need to be more intentional in my strategy for the best rate of return and realize that I cannot get it all done," said Blackwell.

With Voice of Care being a small organization, their resources are limited. "I am so grateful to be part of a local professional network such as WSPN that was willing to share their funds so that I could attend," she said. "I hope more of our members take advantage of this scholarship fund to enhance their professional growth."

If interested, please submit a scholarship application found at www.wspnonline.org. Should you have any questions, please contact Susan Rudigier Mchabcheb at smchabcheb@easterseals.com.

6 Proactive Approaches to Grant Rejections *(continued from page 1)*

porate those comments into next year's submission. If a resubmission is planned, communicate updates and accomplishments and even invite the funder out for a site visit. Incorporate the invaluable constructive criticism to improve approaches to other funding agencies, too.

3. Ask for peer reviews:

Perhaps the proposal is missing salability. Ask peers to critique and recommend improvements. Then ask someone outside of the field to read for clarity and understandability.

4. The power of thank you:

It takes extensive time and effort for volunteers to review hundreds of grant proposals. Whether or not a resubmission is a possibility, understanding and showing appreciation for the review process demonstrates a gracious attitude. If the program officer provided reviewers' feedback, a thank-you note is highly recommended. As unbelievable as it may sound, Szczepaniak said some

applicants call to complain or dispute the decision, so a professional response to a rejection letter goes a long way in strengthening relationships.

5. FOIA:

Through the Freedom of Information Act, grant seekers may make a formal request for copies of government-funded awarded proposals.

6. Be tenacious:

Be proud of a well-written, engaging proposal. If the funding agency isn't the best fit, keep researching other granting agencies. Ask board members, stakeholders and legislators for connections into possible funding agencies.

Learn from grant rejections and use them as opportunities for improvement. Wayne Gretzky, a Canadian former professional ice hockey player and former head coach, appropriately sums up not making an attempt in the first place: "You miss 100% of the shots you don't take." ●

You miss
1 0 0 %
of the shots
you don't take.

— Wayne Gretzky



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Spotlight

Featuring a WSPN Member Organization

In 2004, Jeff and Rebecca Christiansen welcomed fraternal twins into their family not expecting that one would be born with Down syndrome. After working through their overwhelming emotions, feelings of worry and finding needed resources and hope, they decided, in 2007, to start **Celebrate Differences** to provide help to families in similar situations and share the message that a baby with a disability is a celebration of life.

What started as a grass-roots organization, with a goal of garnering a small support group and to raise funds to offer an educational scholarship to an individual with disabilities, has grown by leaps and bounds. Since its founding, Celebrate Differences has delivered awareness education to over 3,000 students, granted a scholarship each year and well over 500 families from the Fox Valley area have benefitted from the free programming.

Moreover, in September 2012, Celebrate Differences opened an all-inclusive Disability Awareness Center welcoming all children and their families. The center provides a place where families of children with disabilities can feel a part of a larger, accepting community, and it offers a welcoming and safe environment where children are empowered to use their talents and celebrate their uniqueness; where they can truly be themselves.

Celebrate Differences encourages every person—regardless of age (birth through adulthood), disability, race, ethnicity or background—to live life to the highest level of functioning and with the greatest degree of independence.

Since opening the center, they have been able to accommodate more families and offer more needed services. Currently, Celebrate Differences offers informative monthly workshops, sibling workshops, a

resource library, an annual summer and holiday party, a Next Chapter book club, play groups, and Autism and Down syndrome support groups. Families also connect through outreach projects, social activities and social networking.

Their vision for the future for individuals with disabilities does not stop at the center. In Illinois, one million individuals are diagnosed with Autism alone, and 80 percent are under the age of 22. Children with disabilities are no longer just surviving, they are thriving into adulthood. Celebrate Differences wants to ensure services will be available to assist them to live to their fullest potential. Just as individuals with disabilities have dreams, so do the volunteers at Celebrate

Differences.

Celebrate Differences is currently in the process of potentially expanding the center to be able to accommodate a community-based program that would support young adults who have transitioned out of high school. Eventually, their goal is to operate a working farm that would phase in residential living. The purpose would be to provide meaningful work and promote independent living.

To learn how Celebrate Differences is empowering individuals with disabilities to meet their goals and achieve their dreams, visit www.celebratedifferences.org.



MISSION

Celebrate Differences is committed to supporting individuals with disabilities in reaching their fullest potential by providing positive resources and information to families, communities and health care providers while promoting a competent level of awareness and understanding.

More specifically they provide:

- o Information on and referrals to local resources for children with special needs.
- o Educational workshops and training on various topics to educate parents and professionals to better meet a child's needs at home, in school and in the community.
- o Networking opportunities through support groups, events, workshops and training.
- o Resource library of books and videos on various special needs topics.



Blasts from the Past

By Jill McWilliams, VIEWPOINT editor

Holiday Cheer Networking Event



On Dec. 13, about 30 WSPN members met and mingled at Ellyn's Tap and Grill in Glen Ellyn. The group enjoyed appetizers, drinks and the opportunity to network in an informal setting. The event was a success, and we hope to plan another one in the future.

The "Behind the Scenes" of Grant Writing



On Jan. 17, Barb Szczepaniak, director of programs of The DuPage Community Foundation, presented at King-Bruwaert House in Burr Ridge.

As a result of the growing needs in our community and the increased amount of submissions funders receive, Szczepaniak shared stories and led an interactive discussion about submit-

ting competitive grant applications.

Though she shared a wealth of information, some of her top tips include:

1. Follow directions and do your homework before applying. While it's common sense, simple mistakes often result in good projects not getting funded.
2. Don't include pamphlets, marketing materials, pictures or DVDs unless specifically requested.
3. Make sure information on your website is up to date; reviewers often visit it for more information.
4. Be clear on how your program or project aligns with the funder's stated objectives and how it will help them to achieve their goals.

5. Take a good look at the financial picture you're presenting. Do the numbers add up correctly? Does the project budget align with the narrative?
6. If you have funds in reserve, explain what it's being used for or saved for so funders don't think you don't need their funding.
7. It's okay to call a funder to discuss your project but do your homework and have a basic understanding of their work before doing so.
8. To determine an appropriate request, check a funder's website or 990 to get a sense of the average grant size that they award for organizations and/or projects similar to yours.
9. Write for the layperson. Avoid using industry-specific jargon or acronyms.
10. Grant writing is both an art (your story, motivation) and a science (data, statistics, outcomes) but applications to a foundation should be heavier on the science side.
11. If cutting and pasting, be careful of mistakes (wrong funder's name, multiple font types and sizes).
12. PROOFREAD! Not only for typos, but also for content and understanding. Have an internal and external person review.
13. Don't sound desperate . . . funders might think you're in danger of going under.
14. Once you get the grant, keep funders informed about the project and let them know of any changes.
15. Didn't get the grant? Call for feedback and take notes for the future.
16. What makes an application appealing? Impact, leverage and collaboration help an application rise to the top.
17. There are no excuses for submitting a late application.

As a reminder, Szczepaniak said, "Funders need the nonprofits just as much as the nonprofits need us. Nonprofits are working on the frontline delivering critical services which helps us to achieve our mission and goals. We really can't carry out our work without them. It truly is a partnership."

Innovative Donor Recognition



Left to right: Zum Dahl, Van Polen and Mchabcheb

On Feb. 21, Laura Zum Dahl, Ph.D., vice president for nonprofit services of Donors Forum, led a discussion with panelists Susan Rudiger Mchabcheb, CFRE, assistant vice president, individual

major gifts of Easter Seals, Inc.; and Amy Van Polen, CFRE, resource development director of Bridge Communities.

Recognizing donors is the key to successful fundraising and makes the act of giving more personal and rewarding. Expressing appreciation strengthens a donor's sense of connection, engagement, ownership and commitment and many times leads to additional, larger gifts.

Some of the topics the panelists covered include:

Culture of Philanthropy:

For donor stewardship to be done well, a culture of philanthropy is fostered from the top down, and CEOs should model the way for others. Breaking down the silos that can exist between development and program officers and creating an integrated culture of cooperation will empower employees across the organization to take an active role in the stewardship and cultivation of donors.

Social Media:

If done in a targeted way that makes sense for your donors, Pinterest, Twitter, Facebook and other social media tools will enhance donor stewardship. By using online platforms such as Shutterfly, an individualized memento can be created at minimal cost to share a personalized story and extend gratitude.

Fundraising a.k.a. Stewardship:

Some board members may find "fundraising" uncomfortable, so consider reframing it as "stewardship"—it's enjoyable and rewarding to thank people. Have board members accompany fundraisers on visits, make thank-you calls and write personal notes so they are continually engaged in connecting with donors. As a demonstration of prioritizing and valuing personalized recognition, Van Polen shared that 40 percent of her president's time is spent in making thank-you calls.

Accountability Visits:

Especially intriguing was the idea of "accountability visits"—visiting major donors once a year and giving them an impact report of their contribution as part of the accountability provided to donors. This also applies to corporate funders and sponsors so they can measure the impact of their partnership while they also receive publicity value.

In the end, effectively recognizing donors requires being attentive to the different desires of donors and institutions. Personalized cards, photo books, videos and impact reports can demonstrate the impact of a donation and express your thankfulness for their generosity. Consider the segments of your donors and then develop ways to thank them that caters to their personal interests and desires. ●

Building our Membership

People join groups for a variety of reasons, including sharing interests, building friendships, learning new skills, finding or giving support, obtaining help with solving a problem, receiving recognition, taking advantage of leadership opportunities, achieving personal growth, furthering a common cause and connecting to something larger.

Why did *you* join WSPN? Many members have stated they joined WSPN because it provides terrific programming and networking opportunities for an extremely reasonable fee. I joined because WSPN is indeed a great value and because it provides me with what I need as I move through my career: at one point, refreshing my skill-set; at another point, making new friends; and yet another, re-energizing myself within my profession.

You really can't beat the membership-to-program cost ratio. Our eight to 10 educational programs each year are free to members; non-members are charged \$20 each. A senior executive can provide quality educational opportunities to their staff at an extremely reasonable cost by sending them to WSPN programs. That same executive can find what they need—a leadership opportunity, cutting-edge knowledge or camaraderie—for a minimal amount of time and cost.

We all have something in common. You understand what I do, and I know how you spend your day, so we have almost an automatic connection. There aren't too many places where that happens in your life. We belong.

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. Non-transferable 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



In November, **Monica Bucek** joined the Elgin Community College Foundation (ECCF) as director of major and planned gifts. In this role, Bucek will establish and promote the Spartan Legacy Society and create a plan for long-term cultivation, solicitation and stewardship of current and potential donors.

This position adds to Bucek's experience in higher education advancement, as she has now worked with a four-year public institution as development director for the School of Business Administration and Scholarships at the University of Missouri-St. Louis and with a four-year private institution where she served as regional director of development and major gifts officer at Washington University in St. Louis. She is excited about the opportunity to build and grow the program at ECCF and provide more scholarship support to the students at ECC, many of whom are first-generation college attendees.

Bucek has worked in nonprofit development for over 25 years, and most recently as development director with Naperville Area Humane Society, where she created and implemented a development plan that enabled NAHS to increase fundraising by over 20 percent in 2.5 years. She has also been affiliated with the Saint Louis Symphony Orchestra, and Junior Achievement.



Suzanne Hammer graduated in 2012 from DePaul University with a master's in applied professional studies. Hammer's major concentration of study in the nonprofit sector was "Facilitating matches between Philanthropy and Nonprofit Organizations."

Hammer works for LifeSource, Chicagoland's blood center, as an account manager. She is a lifelong blood donor and concentrates on setting up blood drives for schools, churches, organizations and corporations in order to help save lives.



Jeff Hartman accepted the position of director of development for The Community Foundation of Fox River Valley. Previously, Hartman served as director of development at The DuPage Community Foundation since 2009.

In his new role, Hartman will mirror his work at The DuPage Community Foundation and will implement successful fund development and marketing strategies focused on growing the The Community Foundation of Fox River Valley's endowment through the identification, cultivation and solicitation of outright and deferred major gift prospects.

This move allows Hartman to be closer to home and to serve in the county in which he lives. Hartman's first day at The Community Foundation of Fox River Valley was February 25.



Ray Jackson is the new assistant director of leadership, cultivation and stewardship at the University of Chicago. Jackson joins the UChicago team with nearly five years of fundraising experience. Previously, he served as assistant to the director of Benedictine Fund at Benedictine University. Later, he was promoted to development officer for the College of Education and Health Services. During his time at Benedictine University, he helped create a culture of philanthropy and increased annual giving by 12 percent in 2012. He also collaborated with faculty and staff to create cultivation and stewardship initiatives such as the inaugural Teacher's Appreciation Reception and "The Benchmark" biannual college newsletter.

In his new role at the University of Chicago, he will work to strengthen relationships between the University and members of the Chicago Society, an annual giving society. With a passion for fundraising and institutional development, he is honored to work with so many generous individuals who wish to make a difference. He is excited about playing a role in the success of UChicago's faculty and students and the impact they make in the world.



Shortly after the New Year, **Sam Madan** joined Pillars as the director of special events and external relations. Having been working in a contract position since late November, Madan was delighted to become a permanent member of the organization's advancement team.

Serving nearly 10,000 clients last year, Pillars is a nonprofit social service agency that provides a wide spectrum of services to people in suburban Cook County, eastern DuPage County, and Chicago. With goals of building healthier communities and de-stigmatizing mental illness and domestic abuse, Pillars was a natural fit for Madan as his career has always involved the philanthropic and nonprofit arena. With a master's in Integrated Marketing Communications from Northwestern University and professional experience spanning several industries, Madan is eager to put his skill set to work at Pillars.

While the position includes planning the agency's large-scale fundraiser, other regional events, and overseeing public relations endeavors as a member of the advancement team, Madan's goals are to not only engage with existing constituents, but also to increase awareness and support for the vital work being done, and to join in the Pillars philosophy of making connections and changing lives.

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.

Resource Round-up

Small businesses are a giving source nonprofits should consider. While they might not offer the huge funding of a national corporation, local companies enjoy the boost in profile and public goodwill that comes with supporting a cause that's important to their community.

These sites can help you learn more about the small businesses in your area:

National Small Business Association, www.nsba.biz

The oldest small business advocacy group in the U.S., NSBA has 150,000 members.

Better Business Bureau, www.bbb.org/us/business

Learn more about area businesses using BBB's database.

CoreThought, www.core-thought.com/blog

This consulting firm specializes in strategic business and nonprofit partnerships.

National Federation of Independent Businesses, www.nfib.com

NFIB provides information designed to help small businesses succeed.

Do you have favorite resources you would like to share with VIEWPOINT readers? Please send them to jillm@elmhurst.edu.

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West Suburban Philanthropic Network Programs

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

WSPN programs are free to WSPN members and \$20 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, March 21** **Topic:** Best practices with integrating Mobile Marketing, QR Codes and Social Media to connect with Donors and Volunteers
 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: Mary Keating, Director of Community Services, DuPage County;
 Ronald L. McDaniel of the Ronald L. McDaniel Foundation;
 James (Jim) Durkan, Interim Director, Illinois Children's Healthcare Foundation
 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, 1025 Aurora Ave., Naperville, IL 60540.
Networking begins at 11 a.m., luncheon follows. Register online at www.wspnonline.org;
\$50 per person or \$500 for table of 10 which includes a business card ad in the program.

-
- Thursday, June 20** **Topic:** Illustrating Macro Impact
 Speaker: Kim Silver, Mission Measurement
 Location: Villa St. Benedict, 1920 Maple Avenue, Lisle, IL 60532
-
- Thursday, Sept. 19** **Topic:** End-of-Year Best Practices
 Speaker: Steve Pratapas, Pratapas and Associates
 Location: Mayslake Peabody Estate, 1717 W. 31st Street, Oak Brook, IL 60523

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

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