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WSPN mission:

To offer support to
development professionals
and advance philanthropy.

Make Raising Major Gifts Your New Year's Resolution

Only Two Hours Per Week to Major Gift Success!

By Amy Eisenstein



If you truly want to raise major gifts next year, the time to start is now! If you ever wished you could raise major gifts, but haven't had the courage, confidence, know-how or more important, the time, here's your chance.

I have a resolution that you can't afford not to keep: "I will raise XXX dollars in major gifts by this time next year." Say it again: "I will raise XXX dollars in major gifts by this time next year!"

And, good news: I'm not going to leave you with a resolution and no means to achieve it. My pledge to you is that if you commit two hours per week to raising major gifts, by this time next year you will have achieved your resolution.

1. Identify 20 major gift prospects

Your goal is to identify 20 major gift prospects with whom you will work for the year. How do you find these prospects? Use your database to run reports on your largest donors (use cumulative giving) from the last two years. In addition, run a list of loyal donors—

(continued on page 9)

Multichannel, omnichannel and SoLoMo. What are the differences?

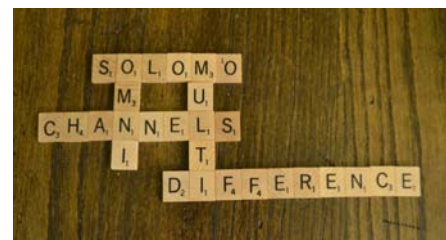
By Frank C. Hudetz, director of mobile marketing services of Elk Grove Graphics

You're probably noticing the terms multichannel, omnichannel and SoLoMo more often in conjunction with recommendations and considerations of new development and marketing communications strategies. Each has evolved as either a new or updated marketing strategy to improve awareness, donations and donor relationships. While the concept of each strategy is similar, their approaches and benefits differ.

Back in 2000, many well-established brick-and-mortar retailers such as Sears, Borders and Blockbuster were skeptical that website retailers could ever become profit centers. Statements from research companies like Jupiter Media Metrix validated their dilemma stating, "It [websites] may be much more effective at driving sales through the off-line channel."

As internet retailers such as Amazon, Netflix and eBay began to grow and gain market share, many larger brick-and-mortar retailers began pouring money into improving and marketing their websites as a strategy to regain profits and reduce overhead costs. Thus, the term multichannel marketing was developed as a strategy that serves as an integrated tool for not only retailers, but also small- to medium-size organizations. Multichannel

(continued on page 11)



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

WSPN Membership
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President's Message

The National Center for Charitable Statistics recently reported that between 2001 and 2011 the number of nonprofits in the U.S. increased by 25%; from 1.2 million to more than 1.5 million. We know that since this study it has continued to grow.

These statistics include not only nonprofit organizations but also foundations and related associations. In fact, Forbes reports that in terms of the number of enterprises, the growth rate of nonprofits has surpassed the rate of both business and government sectors.

These statistics support what we likely already know; there are not only growing challenges that nonprofits are forming to resolve, but also there is a growing competition for philanthropic support.

Many of us have seen an increasing demand from funders for nonprofits to follow more business-like practices. Most funders want to understand the organization's need and how it proposes to meet that need. They also want to understand the impact of their gift, if anyone else is meeting that need and whether we are working in collaboration.

They want to know if the organization is financially sound, has a stable leadership, who else is supporting the project, benchmarks and outcomes and how challenges are resolved. In short, funders want to be fully informed partners. We not only owe it to our funders to be able to provide this information, but we also owe it to those we serve evidencing a focused and strategic plan for meeting their needs.

In support of keeping our nonprofits viable, many organizations are spending time developing collaborations to help them build capacity and better meet the needs of those they serve. There are also a growing number of funders looking to collaborate with each other in order to have a greater, more efficient and effective impact within the nonprofits they support.

The fairy dust approach to philanthropy seems to be fading fast with funders looking to support fewer organizations and concentrating on those that are in line with their missions rather than giving small amounts to a wide array of organizations.

WSPN's mission is to offer support to development professionals and advance philanthropy. Just as nonprofits and philan-



thropy are evolving to meet the needs of those they serve, WSPN is doing the same. We are excited to share that our board is currently developing new opportunities that will support networking and interaction between our nonprofit members.

In support of our mission, we are also planning new opportunities to support our philanthropists within the Western suburbs. Through these initiatives we hope relationships will not only be strengthened within our nonprofit membership, but also that WSPN will be able to support an environment in which our funding partners are supported and encouraged to build relationships with each other for maximum impact.

We are working towards developing opportunities in which philanthropy can advance because as Helen Keller once said,

**"Alone we can do so little;
together we can do so much."**

We look forward to sharing these opportunities with you after the holidays. In the meantime, on behalf of the WSPN board, I wish you a happy, healthy and peaceful holiday season.

Sincerely,

A handwritten signature in black ink that reads "Chrissie Howorth". The signature is fluid and cursive.

Chrissie Howorth

Philanthropy Center News

Preparing for the CFRE Exam

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

Have you thought about taking the Certified Fund Raising Executive (CFRE) exam? As an internationally recognized certification in the fundraising field, CFRE is the first level of certification. Getting this can improve your skills and career opportunities.

CFRE International encourages candidates to prepare for the exam using their Resource Reading List. Thanks to a generous donation from WSPN, the Philanthropy Collection now has **all** of the books on the list.

Select titles in the collection include:

- **The Nonprofit Handbook: Management (Connors, 2001)**
- **Donor-Centered Planned Gift Marketing (Rosen, 2011)**
- **Strategic Fund Development: Building Profitable Relationships that Last (Hogan, 2011)**
- **Keep Your Donors: The Guide to Better Communications & Stronger Relationships (Ahern, 2008)**
- **Developing Major Gifts: Turning Small Donors into Big Contributors (Fredricks, 2006)**
- **The Complete Guide to Planned Giving: Everything You Need to Know to Compete Successfully for Major Gifts (Ashton, 2001)**

The application deadline is January 30 for the next testing window. Now is the time to network with your colleagues and make plans to meet in one of our new group study rooms and hit the books. More information about the CFRE application process and exam is available at www.cfre.org.

The College of DuPage Library is in the final phases of its renovation. The Philanthropy Collection will be moved to its new home on the lower level of the Library. **Our next FREE orientation to the books and databases in the philanthropy collection is at 9:30 a.m. Thursday, January 9.** Register now and get a first look at our new spaces.

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 network:
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That's the power of Donors Forum!

Donors Forum is the hub of Illinois' vibrant and diverse philanthropic and nonprofit community, and the only statewide association for funders and nonprofits, as well as their advisors and consultants. Join us as we leverage our collective power to improve lives and strengthen communities.



We need your energy and ideas! Questions? Let's talk!
toll free 888-578-0090 www.donorsforum.org/join

West Suburban
Philanthropic Network

Editor's Note

Dear VIEWPOINT readers:

While planning your fundraising goals for the New Year, consider Amy Eisenstein's practical advice for ensuring major gift success. Also, Frank Hudetz takes the mystery out of marketing decisions by clarifying omnichannel, multi-channel and SoLoMo strategies.

It's time to start planning for WSPN's annual awards luncheon. Mark your calendars for Wednesday, May 21 at Eaglewood Resort and Spa in Itasca. Be sure to submit your nominations by Friday, January 31.

May the joys of the season lead the way to a bright and prosperous New Year.

Sincerely,



Jill McWilliams

Advertising in VIEWPOINT

A limited number of business-card sized (3.5 x 2 inches) advertising spaces are available in VIEWPOINT.

\$190 - four issues

\$ 60 - one issue

\$110 - two issues

\$160 - three issues

\$450 - four-issue insert ad (8.5x11)

To place an ad, email jillm@elmhurst.edu a camera-ready, business-card sized ad. Send a check made payable to **West Suburban Philanthropic Network:**

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

West Suburban Philanthropic Network's 2014 PHILANTHROPY AWARDS

Call for Nominations

The West Suburban Philanthropic Network calls for nominations in eight major philanthropic categories for its 12th Annual Philanthropy Awards Luncheon at 11 a.m. on Wednesday, May 21, 2014 at Eaglewood Resort and Spa in Itasca. 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.

The deadline for submitting nominations is 5 p.m. Friday, January 31, 2014. All nominations must be written in the form of a nomination letter (no more than two pages) and submitted to Maeven Sipes, Northern Illinois Food Bank, 273 Dearborn Court, Geneva IL 60134 or emailed to msipes@northernilfoodbank.org.

Nomination letters should include:

- 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 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 12th Annual Philanthropy Awards Luncheon on Wednesday, May 21 at Eaglewood Resort and Spa in Itasca. The networking reception and luncheon is from 11:00 a.m. to 1:30 p.m.

Reservations for the luncheon will be accepted in early February. Individual tickets are \$50 per person or \$500 for a table of 10. For more information regarding reservations or to inquire about ad rates and sponsorship opportunities, please contact Maeven Sipes at msipes@northernilfoodbank.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, museums 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. ●

Resource Round-up

- 1. Find your asking style:** www.askingmatters.com/asking-styles
Are you an introvert or an extrovert? Are you analytic or intuitive? Which of the four Asking Styles best fits your personality? Take the free Asking Style Assessment to find out how you can ask for donations in a way that's more natural and effective. It's a simple two- to three-minute online assessment giving you immediate results.
- 2. Worldometers:** www.worldometers.info
Provides world statistics updated in real-time in categories ranging from world population to stats about energy and water consumption.
- 4. Wordle:** wordle.net
Allows you to easily create word clouds. You can customize the color scheme, font and layout with just a few clicks. Using Wordle, nonprofits could generate word clouds that add some color and creativity to their online fundraising and outreach campaigns.
- 5. Google Grants:** www.google.com/grants
The nonprofit edition of AdWords, Google's online advertising tool. Google Grants empowers nonprofits, through \$10,000 per month in in-kind AdWords™ advertising to promote their missions and initiatives on Google.com.
- 6. Nonprofit Tech for Good:** nonprofitorgs.wordpress.com
A leading social and mobile media resource for nonprofit professionals. It focuses on providing valuable, easy-to-understand information, news, and resources related to nonprofit technology, online communications, and mobile and social fundraising.

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

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 dialog.

Building Our Membership

New Beginnings

As the new membership chair, I look forward to encouraging your participation in WSPN. To do that, WSPN is continuing to provide compelling reasons for members of the philanthropic and nonprofit community to engage with WSPN.

The current board is working to provide resources, educational programs and networking opportunities for all of our members. This includes both organizations that routinely seek funding as well as foundations that provide resources to organizations.

I hope to meet every WSPN member and work with you to expand your membership benefits. If you have colleagues whom you think would benefit from WSPN, please let me know, and I'll be happy to contact them.

Thank you,

Mark Dyer, membership chair, mdyer@dupageforest.com

Become a member:

Check out 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 Mark Dyer, membership chair, at mdyer@dupageforest.com.

**Scan to join
WSPN.**



Blasts from the Past

Program Highlights

by Jill McWilliams

Strategies and Best Practices for Your Year-End Appeals



Left to right: Ellerman, MacRoy, Bunce and Pratapas

On Sept. 19 at the beautiful Mayslake Peabody Estate, **Steve Pratapas**, president of Pratapas Associates, moderated a discussion about year-end appeals.

The panelists who shared their best practices and proven strategies included **Gloria Bunce**, executive director of CASA Kane County; **Chris Ellerman**, CEO of Outreach Community Ministries; and **Robbie MacRoy**, director of resource development of Family Shelter Service.

Their top tips include:

Pratapas, Pratapas Associates

- Perform the necessary database segmentation for your annual appeals, which should be complemented by specialized appeal letters and supplements.
- Move targeted donors/prospects up the giving pyramid by investing in cultivation activities and follow up with phone calls and visits.
- Target multi-annual appeals each year with a combination of renewal, upgrading, reinstatement and acquisition of donors.

MacRoy, Family Shelter Service

- Tailor annual appeal letters specifically to each segment and pair the letters with specific actions that reinforce the ask. For example, loyal donors have been shown to increase their gift if postscripts are handwritten from the executive director or a board member.

- A year-end online campaign coordinated with the annual appeal can increase gifts by up to 40%. Family Shelter Service ran three carefully timed Constant Contacts with compelling reminders on Dec. 21, 29, and 31. Over 93% of their Constant Contact readers who clicked through to their website went specifically to Family Shelter Service's donor page for all three emails.
- An appeal letter that includes a compelling story told with a "real voice" has the power to move readers to give.

Bunce, CASA Kane County

- For direct mail, review mailing lists, create an outer envelope, create an appeal letter, include any enclosures and provide a reply envelope.
- Be emotional! Draw a picture, include photos and express how their donation will make the difference. Personalize!
- Review the current donor segmentation lists, development/marketing integrated plan, and donor matrix. Develop a plan with end-goal dates, monitor the response and evaluate who gave last year and how much.
- CASA Kane County includes the direct mail letter in their monthly Constant Contact and references it in their newsletter a week before it's mailed. Board members also complete their own personal pledge that has been built into the budget.

Ellerman, Outreach Community Ministries

- Outreach Community Ministries' year-end appeal is primarily major donor development.
- Major donor care is from January to September, but the year-end calendar is from September 10 to December 31 during which time Outreach Community Ministries focuses primarily on major donor cultivation and renewal activities with the primary strategy being small to mid-sized cultivation events (40-95 guests).
- Program content can include annual stakeholder report (accountability); partners' literature, pledge card, storytelling—first, live by clients or through interviews; second, by frontline staff or video, vision casting by CEO or endorsement and challenge by strategic leaders.
- The outcomes: 260-275 donor renewals, 25-30 new major donor acquisitions, and \$700,000-\$800,000 in year-end gifts or pledges for the new year.

After Hours

On Sept. 25, board members Chrissie Howorth, associate vice president of development of VNA Health Care; Ann E. Spehar, executive director of Naperville Education Foundation; and Sam Madan, director of special events and external relations of Pillars, hosted an After Hours event at Bar Louie in Naperville. About 20 attendees enjoyed networking, refreshments and the appetizers were generously sponsored by Bar Louie.



Left to right: Chrissie Howorth, Brad Carlson, Mary Miller, Jill McWilliams, Jeffrey James, Ann E. Spehar, Bart Dafler, Linda Memmesheimer, Mark Dyer, Kimberly Spayer, Sam Madan, Robin Strachan, Joanne Mitrenga and Tim Traynor

Analytics: Uncovering Hidden Wealth (and what to do when you find it)



On Oct. 17 at the Forest Preserve District of DuPage County, **David Schreier** of David Schreier Associates, explained the often-complicated topic of donor analytics and provided useful techniques for navigating the art and science of a prospect's capacity and inclination.

Key questions that donor analytics can answer:

1. How much financial capacity do my donors actually have?
2. What is the likelihood they'll make a major contribution to my organization?
3. Does the combined estimated gift capacity and commitment of my donors correspond to the fundraising goals set by my organization?

4. How can I develop better engagement strategies and methods based upon their biographical and financial profile?

Donor analytics can help discern donors' willingness, readiness and ability to give to their full capacity at a particular point in time.

The process looks at both capacity to give and inclination to give.

		CAPACITY LEVEL		
		High 1,2,3	Medium 4,5,6	Low 7,8,9
INCLINATION LEVEL	High A,B,C	Best Prospects	Good Prospects	Weakest Prospects
	Medium D,E,F	Good Prospects		
	Low G,H,I	Weakest Prospects		Least likely to give or have money

Strategic uses include:

- Determining the relative value of each prospect in terms of the appropriate personal attention that is warranted.
- Building trust and familiarity by leveraging lifestyle attributes to create stronger ties that bind.
- Developing tiered groups of top prospects for board/executive/staff to focus time and energy.
- Identifying "major potentials" for individualized prospect research to ascertain a more accurate picture of their financial capacity.
- Organizing affinities among prospects (e.g., a doctor's luncheon).

Financial forecasting and goal setting can be enhanced with stronger knowledge of donor capabilities and inclination (often donors are "under-asked"). ●

Spotlight

Featuring a WSPN Member Organization



Family Bridges inspires, educates and empowers

The saying goes, “It takes a village to raise a child.” At Family

Bridges, we believe it also takes a community to help parents raise children who can become productive members of society. Family Bridges is a nonprofit that primarily focuses on providing relationship-skills education. We offer workshops, retreats and conferences for families, couples, single adults, youth and parents to strengthen family ties.

Family Bridges understands the importance of serving single parents—moms and dads who have the tough job of playing both parent roles or who find themselves competing against the parenting style of the other parent. More than ever, we need to work together as a village to inspire, educate and empower parents to be actively involved in their children’s lives.

Did you know:

- Four out of ten babies are born to single mothers, according to Pew Research Center.
- Federal data shows that children raised in cohabiting households are three times more likely to be physically, sexually or emotionally abused than children in intact, married biological parent homes.
- These children are also significantly more likely to experience delinquency, drug use and school failure.

Meet Alejandro Quezada, a single father of Leslie, 14; Mia, 10; and Ashanti, 8. Describing his role as a single father, he says, “It’s a challenge. Especially in a world with so many influences.”

Quezada says his priority is “to love, guide and protect my children from all influences: friends, media, the environment they’re growing up in, information provided in



school, etc. I’d like to be the filter which the information they receive goes through.”

One of Quezada’s biggest challenges, as he shares joint custody with their mother, is trying to provide a positive environment for his children when they return from an environment he describes as unhealthy. When his children are under his care, he tries to give them his total love and attention.

They’ve even agreed to stay disconnected from electronics when they’re together to allow for quality family time and space for open communication. Quezada wants them to know how much he loves them, not only through words, but also through his actions.

Quezada even proudly brags that his teenage daughter is still “Daddy’s little girl” as she confides in him about boys and other matters. He also feels proud that he has instilled in his children a positive attitude toward any situation they may face individually or as a family.

But it wasn’t always this way. Quezada attributes this to the positive impact of the Family Bridges workshops. Shortly after his separation from his wife, he learned at a Family Bridges program that more than 50 percent of jail inmates lack a father figure, which contributes to their lack of respect for society and authority.

His desire to guarantee his children have an actively involved father led him to participate in two workshops, “The Strongest Link” for couples, and “How to Avoid Marrying a Jerk or Jerkette” for singles. Both workshops, he says, opened his eyes to shortcomings such as the need to respect his partner, respect her decisions and a lesson about “machismo”—something he always saw as normal was, in fact, abuse.

Quezada has joined the Family Bridges team as a facilitator sharing with husbands and single parents about his mistakes. He hopes others can learn from his experiences, enjoy the privilege of having a tight bond with their children and become a better couple. Quezada feels more confident having the tools and skills needed to keep his family in a healthy and loving environment.

For more information about Family Bridges or to learn how you can join our efforts, visit familybridgeschicago.org. Like us on Facebook and follow us on Twitter @familybridges. ●

those who have given five or more times in the last seven years, regardless of how much they gave.

Review the lists with your board and staff members to narrow and identify your top 20 prospective major gifts donors. In addition to looking at their donation totals, take into account how frequently they have given, their level of involvement with your organization and anything you know about them that would give you an indication of their assets, including their professions, lifestyles, known major gifts to other organizations, etc.

If you don't (yet) have a database of donors, do a similar process with non-donors; choose your top 20 prospects from a list of your board and staff members' contacts.

2. Create a cultivation plan for each of your prospects

The next step is to build relationships with your 20 major gift prospects before you ask them for a gift. Fundraising is all about relationships, and the most effective method of building those relationships is face-to-face. Don't be one of those fundraising shops that only contacts donors through direct mail.

To begin, make a list of all of the cultivation techniques you can think of; then make a simple plan for each prospective donor on your list. You don't have to contact them every month—an average of five to 10 times per year will do the trick. Your plan could look something like this:

January: Send a letter on letterhead letting the person know you would like to get together to thank them for their support and ask their advice. Schedule the meeting for February.

February: Hold the meeting between the prospect, your executive director or president and a board member. Be prepared to ask the prospect their thoughts on your organization; find out what inspires their generosity and if they have any suggestions for improvement. Ask their advice. Ask open-ended questions. Be prepared to listen far more than you talk.

March: Send a spring newsletter or annual report and include a personal note referring to your conversation in February.

April: Send the gala invitation.

May: Say hello at your gala.

June: Invite the prospect for a tour of the organization or to get involved by volunteering.

July: Schedule another in-person meeting (coffee) if appropriate or necessary before you ask.

September: Schedule the ask meeting.

October: Send an invitation to the upcoming golf outing with a personal note.

November: Hold the ask meeting.

December: Send a hand-signed holiday card.

The point of these contacts is to cultivate or build your relationship with the donor. Each contact should move you closer to the ask—and each contact should provide you with more information to help make your ask successful.

3. Prepare and ask

The ask is probably the most intimidating part of fundraising for most people, but without it, you won't raise the major gifts your organization needs.

I was facilitating a board retreat for a battered women's shelter recently, and a board member named Sarah got up and said, "I don't want to beg my friends for money. I feel like I'm twisting their arms, and they won't want to be my friends any longer."

If that's how you and your board members feel, it's time to change your language and your attitude.

Fundraising isn't about "begging" or "twisting arms"—or at least it shouldn't be, and asking for major gifts most certainly is not.

Major gift fundraising is about connecting an individual who is passionate

about helping an important cause with an organization whose mission matches the desires of the individual to help. When you ask for a major gift, you are giving the prospective donor an opportunity to make a difference in an arena that they already care about.

During the board retreat, I worked with Sarah and the other board members to help them understand the importance of their role and used practice-asking exercises to help increase their comfort level.

Several months later, I was back in the same boardroom to do a follow-up training. Sarah was a new person! She had asked one colleague, one neighbor, and one friend to support the organization, using the language we had practiced at the board retreat, and they all said, "Yes."

If Sarah can do it, you can too.

Before your ask meetings, you will want to hold practice sessions with staff, board members and volunteers—everyone who is going to attend the meetings.

Use language like: "We hope you will consider supporting the after-school program with a contribution in the range of \$5,000."

When you get to the meeting, follow your plan and make the ask. At that point, be quiet and let your prospect answer. Be prepared for three different answers: Yes, No, and Maybe.

My pledge to you: Resolve to raise major gifts and commit two hours per week this year. If you spend two hours per week focusing on these steps, you can do it!



Amy Eisenstein, ACFRE, is a respected author, speaker and fundraising consultant as well as the owner of Tri Point Fundraising, <http://www.tripointfundraising.com>, a full-service nonprofit consulting firm. Her specialty is simplifying the fundraising process for her followers and clients. ●

Member News



In June, **Jim Cunningham** joined Elmhurst College's Office of Development and Alumni Relations as an annual giving officer. He is responsible for increasing alumni participation and financial support for the College as well as managing their leadership annual giving society. Prior to joining Elmhurst College, Cunningham earned an MBA from the University of Notre Dame and worked at The Executives' Club of Chicago and Inland Real Estate.

Founded in 1871, Elmhurst College is a private, four-year liberal arts college that offers fifty-seven undergraduate majors through twenty-six academic departments and also offers ten specialized master's degree programs. The curriculum combines liberal learning and professional preparation to equip students for lifelong learning, service and achievement. The College consistently ranks among the best regional institutions of higher learning in the Midwest, according to U.S. News and World Report. For more information, visit elmhurst.edu.



In February, **Mark Dyer** joined Mayslake Peabody Estate in Oak Brook as community outreach specialist. In this role, Dyer will expand outreach through advertising and marketing, developing corporate partnerships and raising funds for ongoing restoration efforts of the historic mansion.

Dyer's past experience includes co-founding Williams-Kincaid Group, an advertising agency, as well as Alliance Direct, a full-service direct-mail facility. Both were sold in 2008. Dyer then worked as an independent business consultant for several years.

He also volunteers for ShelterBox, an international disaster relief charity, as both an ambassador and response team member. Mark has been on 11 international deployments—including recently to the Philippines for both Typhoon Haiyan and earthquake relief.

Mayslake Peabody Estate, which is part of the Forest Preserve District of DuPage County, includes a Benjamin Marshall designed Tudor revival style mansion that was built for Francis S. Peabody in 1921. After Peabody's death in 1922, the Franciscan Order of Friars Minor used the home as a retreat center until it was sold to the Forest Preserve in 1992. The regularly scheduled activities concentrate on adult programming including live theater, art classes, lectures, tours, concerts and private events. For more information, visit www.mayslakepeabody.com.



Michael J. Gresk has been named director of development of Clare Woods Academy, a nonprofit alternative day school dedicated to educating children and young adults (ages 3-22) who are living with special needs. In this new capacity, Gresk will seek to increase awareness and the public profile of the Academy, which relocated to Wheaton in spring 2013 after nearly 50 years at the school's Bartlett location.

Clare Woods Academy officials chose the Wheaton building primarily because it was originally designed as a school. While the size is about the same, the new location means Clare Woods Academy will have a full-scale gym, a stage and hallway closets, amenities lacking in the Bartlett facility. Situated on the northern edge of downtown Wheaton, Clare Woods Academy is located at 125 East Seminary Street. For more information, visit www.blcinc.org or call Gresk at (630) 384-8613.



In September, Giving DuPage announced the appointment of its new executive director, **Shefali Trivedi**. Board President Connie Bailey said Trivedi was chosen as executive director due to her 25-year career in marketing and extensive nonprofit experience.

"It was important for us to have an executive director who understands all facets of a nonprofit organization. Shefali has immersed herself as a volunteer, employee, donor and board member. She understands how important volunteers are and the demands of the day-to-day operations. We are eager to work with Shefali as she builds on our successes," said Bailey.

Most recently, Trivedi worked at DuPage County on environmental initiatives and previously spent seven years working at nonprofit organizations and has served on various boards over the past decade.

Established in 2001, Giving DuPage connects volunteers and donors to the DuPage nonprofit network. Since 2007, Giving DuPage has produced the Annual Giving Guide, a publication listing over 125 nonprofit agencies, with an aim to promote giving and encourage residents to support a cause within the DuPage community. For more information, visit www.givingdupage.org or call (630) 407-6458.

Share your Member News:

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

Multi, omni and SoLoMo differences. (continued from page 1)

marketing has expanded beyond the three initial channels of catalogs, website visits and face-to-face selling to include direct mail, email and text message. Today, cost effective tools such as Elk Grove Graphic's (www.elk-grovegraphics.com) Donor Communications Engine make multichannel marketing easy to implement especially when it's important to include direct mail as well as email, text messaging and social media.

In 2005, many of the larger brick-and-mortar retailers' ecommerce websites started to become profitable, and multichannel marketing became the state-of-the-art tool for retailers and other market verticals. However, what seemed to be missing was an approach for improving the customer experience and customer tracking across all communication channels including TV, radio and the above mentioned channels.

This evolution became known as omnichannel marketing, which strives to create a consistent look and seamless experience no matter where an end-user happens to connect. Given the wide scope of channels and associated costs such as deploying specialized supply chain strategy software, generally, only large companies are able to take advantage of this marketing approach.

Most recently in 2010, Kliener Perkins, a venture capital firm, coined the term SoLoMo (short for social-local-mobile) to emphasize how the technology convergence trend of mobile platforms complements one another. They observed how social media such as Facebook, location enablers such as Groupon and smartphone technology started by Apple allowed retailers a new personalized communication tool.

Like multichannel and omnichannel marketing, SoLoMo marketing leverages multiple touch-points. However, what differentiates SoLoMo from other marketing strategies are the local enablers of global-positioning systems (GPS), quick-response (QR) codes and near-field communication (NFC) technologies, which connect all the other marketing strategies together.

Increasingly, many larger companies are carefully readjusting their budgets across every department to incorporate the powerful three-legged chair of SoLoMo marketing and developing the needed and expensive mobile applications. It appears the large consumer packaged goods companies and retailers will be the first to benefit from this marketing approach.

In summary, each of these integrated marketing communication strategies seem to embrace and expand on all available communication channels. The use and adoption rate varies depending on various market verticals and organization types.

For example, some nonprofits may not currently achieve substantial donation increases from investments in omnichannel or SoLoMo strategies, but would benefit from multichannel marketing. Finally, you could infer from the five-year chronological growth pattern that we could see another iteration of these marketing approaches in 2015.



Frank Hudetz has a 30-plus year career in graphic arts and the direct marketing industry, and the evolving multichannel marketing field for nonprofits has become a natural extension of his experience. In 2001, complimenting his knowledge, Hudetz was issued the first US patent for scanning barcodes (QR codes) that connect to an internet server. Most recently, he has served on the judging panel for the Mobile Marketing Association 2013 Global "Smarties" awards, and he presented at the AFP 2013 Annual Midwest Conference. Follow him on twitter @FrankHudetz. ●

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West Suburban Philanthropic Network Programs

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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, Jan. 16	Topic:	Changing Demographics and Implications for Fundraising
	Speaker:	Candace King, executive director of DuPage Federation on Human Services Reform/ DuPage Funders Collaborative
	Location:	Easter Seals DuPage/Fox Valley Region, 830 S. Addison Ave, Villa Park, IL 60181

Thursday, Feb. 20	Topic:	Collaboration for Fundraising Success
	Moderator:	Barb Szczepaniak, director of programs of The DuPage Community Foundation
	Panelists:	Amy Van Polen, Bridge Communities; David Neary, DuPage Habitat for Humanity; Debra Olson, DuPage Homeownership Center; and Nanette Silva and others, Community Memorial Foundation
	Location:	TBD

Thursday, Mar. 20	Topic:	Engaging Professional Advisors in the Fundraising Process
	Speakers:	Brett Dale, estate planning attorney of Huck Bouma P.C.
		Nancy Hermann, senior vice president and managing director of The Private Client Reserve of US Bank
	Location:	Loaves & Fishes, 1871 High Grove Lane, Naperville, IL 60540



Wednesday, May 21 LOCATION: Eaglewood Resort and Spa, 1401 Nordic Road, Itasca, IL 60143
Networking begins at 11 a.m., luncheon follows. Reservations begin in February;
\$50 per person or \$500 for a 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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