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WSPN mission:

Offering support to development professionals and advancing philanthropy since 1986.

### Strengthen Your Fundraising Appeal With the MPI Formula

By Gail Perry

Reprinted from the Fired-Up Fundraising Blog

Here's a very smart, efficient way to present your fundraising appeal.

I've run into this format lately and think it is extremely effective.

It forces you to be crystal clear about the three fundamental parts of any fundraising conversation:

- How much we want to raise
- What it will fund
- What impact it will make

These are the three basic questions you need to answer when you seek funding.

You can't just get away with a generic "Please help us."

Or even worse: "We work so hard and do such good work—you should give to us."

(continued on page 10)



### Thinking Outside the Elevator

6 perfect pitches for selling your organization

By Jill McWilliams, Cultivate editor

Elevator speeches have their place in fundraising, but sometimes they may seem stilted, rehearsed and impersonal. Daniel H. Pink, author and speaker, provides alternative pitches to more fully capture someone's attention, recruit support and elicit an emotional response.

Pink says we're constantly "pitching" people and, next time you're pitching, he suggests trying these "perfect pitches" from his book To Sell Is Human.



(continued on page 11)

### WSPN mission:

Offering support to development professionals and advancing philanthropy.

### WSPN core services:

EDUCATION, NETWORKING and ADVOCACY

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We invite your membership. Annual, non-transferable dues are \$40. Register online or make checks payable to West Suburban Philanthropic Network and mail to:

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

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## President's Message

### Honor

“You will never do anything in this world without courage. It is the greatest quality of the mind next to honor.” – Aristotle

During our February board of directors meeting, we reviewed and evaluated all of the 2016 annual philanthropy awards luncheon nominations that were submitted. Then we voted.

It wasn't easy. The nominations were plentiful and each one was solid, deserving and well written. But when you read more carefully and really focused on what the nominees actually did, what actions they took, that's where you found the authentic story. It could be found between the lines about serving on a board for five years or working at an organization for eight. It's where you found the heart of the person. Some nominations told a moving story. Some were stories of professionalism. Others were stories of volunteerism, adversity and kindness.

What was remarkable to me, though, was that all of the nominations told stories about finding the courage to act. People giving to others and to their community sometimes without example, sometimes without knowing how and always without asking for anything in return. Honorable people helping strangers, connecting, offering understanding and trust, valuing others and building bridges.

All of us around the table were humbled and proud that these honorable people walked among us and that we superficially knew many of them. But we didn't know their story, their heart, until we read between the lines in their nomination. We often only knew where they worked or volunteered. We didn't know their hearts, their authentic story until this week. It was a revelation and, to quote fellow board member Katie Michel, “Others' great work ... inspires me to aspire to do more and be more.”

To do more and be more. All of our nominees deserve our thanks for providing such eloquent, unspoken inspiration.



In the coming months leading up to our Annual Philanthropy Awards Luncheon on May 17, our awardees will be notified and thanked. We'll ask for their photo and publish it along with their story in the pages of a future issue of *Cultivate*. Just remember to read between the lines and embrace the courage and heart of the person.

You've heard me say this before, but it bears repeating, I am honored to be a part of a profession that places others first. A profession in which we try hard to practice what we preach. A profession in which we don't tear others down and look for the lowest common denominator but truly, exactly the opposite.

We will be honoring our best selves—our awardees and outstanding volunteers—on May 17. Won't you join us?

Here's to being and doing more,

Ann E. Spehar  
WSPN President

# Philanthropy Collection News

## We're Celebrating 15 Years

By Christine Kickels, Librarian  
College of DuPage's Philanthropy  
Collection

**T**he Philanthropy Collection at the College of DuPage Library is celebrating its 15th year. Established in 2000 through a partnership with Forefront (formerly Donors Forum), the Collection has provided a wealth of information to help suburban nonprofits run and improve their organizations.

For the last eight years, we have also served as a Foundation Information Network (FIN) partner with the Foundation Center. As the only FIN in DuPage County, we provide a suite of tools and resources consisting of Foundation Center databases, publications and a variety of supplementary materials and services in areas useful to grantseekers.

Through workshops, webinars and individual consultations, we have worked with hundreds of local nonprofits but also people visiting from as far as South Africa. We are proud of our strong commitment to this collection and look forward to assisting you when you visit.

Always staying abreast of new publications in the world of philanthropy, we recently added the following titles. All are available for four-week loans.

- **Managing and Measuring Performance in Public and Nonprofit Organizations** by Poister, Aristigueta and Hall.
- **How to be Great at Doing Good: Why Results are What Count and How Smart Charity Can Change the World** by Cooney.
- **The 11 Questions Every Donor Asks & the Answers all Donors Crave** by McKinnon.
- **Volunteer Engagement 2.0** edited by Rosenthal.
- **No Such Thing as a Free Gift: The Gates Foundation and the Price of Philanthropy** by McGoey.

The Philanthropy Collection is located on the upper floor of the Library and is open to the public. If you live or work in DuPage County you are also eligible for a COD library card so that you can borrow materials.

For an introduction to its print and online resources, contact me to make an appointment at (630) 942-2313 or [kickels@cod.edu](mailto:kickels@cod.edu). Need additional info? Watch our 15-minute intro at <http://tinyurl.com/codpc2016>.



### Committee Chairs

#### Awards Luncheon co-chair **Maeven Sipes**

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West Suburban  
**Philanthropic  
Network**

## Editor's Note

Dear *Cultivate* readers:

**C**ongratulations to WSPN's 14th Annual Philanthropy Awards honorees. Numerous organizations in the western suburbs have benefited in countless ways through the generous contributions of these philanthropists.

Please join us in recognizing their contributions and reflect on the meaning of giving and all that it accomplishes.

Thank you for taking the time to read *Cultivate*. It's my pleasure and honor serving as editor.

Sincerely,



Jill McWilliams

Thank you to *Cultivate* proofreaders Janisa Hicks, Sarah Kimes, Sarah Lichtenwalter and Evan Munch.

## Advertising in *Cultivate*

**A** limited number of business-card size (3.5x2 inches) advertising spaces are available in *Cultivate*.

\$190 - four issues

\$160 - three issues

\$125 - two issues

\$ 70 - one issue

\$325 - double ad size, four issues

\$475 - four-issue insert ad (8.5x11)

To place an ad, visit <https://tinyurl.com/ookj7vk>.

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

## WSPN's Philanthropy Awards Honorees

**W**SPN is pleased to announce the 2016 honorees who will be recognized at the **14th Annual Philanthropy Awards Luncheon at 11 a.m. on Tuesday, May 17 at Embassy Suites in Naperville**. These honorees provide funding, leadership and gifts of time and talent to many nonprofits that do so much to enhance the quality of life in our communities.

### West Suburban Philanthropic Network's 14th Annual Philanthropy Awards Luncheon Honorees

#### Philanthropic Leadership Award

Dorothy O'Reilly (Wheaton)

#### Humanitarian of the Year

Bob Russo (Geneva)

#### Nonprofit Executive of the Year

Angela Adkins, executive director of NAMI DuPage (Wheaton)

#### Corporate Philanthropic Award

Allstate Insurance Company (Northbrook)

#### Service Club Philanthropic Award

Hinsdale Junior Woman's Club (Hinsdale)

#### Grantmaker of the Year

Marilyn A. Foote (Aurora) grant consultant to the Alfred Bersted Foundation, Bank of America, N.A., Trustee

#### Nonprofit Volunteer of the Year

Weldon and Judy Johnson (Glen Ellyn)

#### Young Philanthropist Award

Juliette E. Ambrogi (Elmhurst)

#### WSPN Distinguished Service Award

Michael Sitrick (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 [www.wspnonline.org](http://www.wspnonline.org) or contact Jessica Noe at [jnoe@feedingamerica.org](mailto:jnoe@feedingamerica.org). ●

## Spotlight

Featuring a WSPN Member Organization



All was going well for Maria, her four children and her husband, who were happily living in Aurora. Her husband had started a new brick-washing business, and there was stability in their home. Unfortunately, their happiness did not last long.

When problems arose with his new business venture, Maria's husband lost all he had worked for and was faced with unemployment. For several months, the family struggled to pay bills and they were fearful of losing their home.

With their savings diminishing and Maria unable to work due to poor health,

they sought help from relatives. Maria's family was able to keep their home, but their income was insufficient to cover all living expenses, including food.

Maria decided to ask a friend for food and help. Her friend suggested that she visit **Aurora Area Interfaith Food Pantry**. At her first visit, Maria was pleased to be greeted with kindness and respect. She had never asked for food assistance, but Aurora Food Pantry provided her with new hope. She went home feeling happy that she could provide her children with enough nourishing food.

**“If it hadn't been for the pantry, I don't know what we would've done,” Maria said. “With the youngest child being lactose intolerant, the food we receive at the pantry allows me to use the money I save to buy him what he is able to eat. I am grateful for the blessings of food on our table.”**

Since 1981, the Aurora Food Pantry has continuously provided food assistance to struggling families—such as Maria's—to help them meet their basic needs. Today, Aurora Food Pantry serves approximately 23,000 unique, low-income people residing in Aurora and its surrounding communities each year.

Aurora Food Pantry was one of the first food-assistance organizations in the local area to offer “client-choice.” Families are able to choose

nutritious food from a varied and nourishing selection of frozen meat, fresh produce, eggs, dairy, fresh bread and other healthy nonperishable items. Each family receives approximately \$110 worth of food at each visit, which covers about four days of meals. A mobile pantry program also regularly brings food to low-income seniors and people with disabilities.

Poverty is the main cause of hunger because families' incomes are inadequate to cover basic living expenses. In a recent survey, 80 percent of Aurora Food Pantry clients reported



having to sometimes choose between paying household bills and purchasing food. Regularly faced with these impossible decisions, families must sacrifice food to meet other basic needs.

Knowing those sacrifices and how challenging it is to visit a food pantry for the first time, the staff and volunteers of Aurora Food Pantry work hard to reduce barriers to food assistance. Clients are treated with dignity and compassion. Bilingual support is made available for Spanish-speakers. Most importantly, families may come for food assistance once a week, 51 weeks per year, so they can access food when it is most needed.

As much as possible, Aurora Food Pantry tries to connect its clients with community resources to help fully meet their needs. On a regular basis, local businesses, nonprofits and other organizations bring staff to the pantry to offer families information and access to jobs, quality health care, affordable preschool, SNAP benefits (food stamps) and more.

Community-wide, grassroots support has always been integral to the operations of Aurora Area Interfaith Food Pantry. Their food-rescue team picks up or receives donated food 25 times per week from grocers, manufacturers, Northern Illinois Food Bank and other organizations. And each year, more than 35,000 volunteer hours are fulfilled by corporate groups, college students, faith organizations and other individuals who are dedicated to serving their neighbors.

With the excellent support of volunteers and generous food donations from the community, Aurora Food Pantry is able to use every \$1 donated to provide \$7 worth of nutritious food to struggling families.

For more information, please visit [www.aurorafoodpantry.org](http://www.aurorafoodpantry.org). ●

## Blasts from the Past - Program Highlights

### After Hours



Back: David Neary, Mark Dyer, Deborah Evans, Catherine Voigt, Ann E. Spehar, Josh Bailey, Susan Neustrom, Chrissie Howorth, Cathy Mousseau, Cathy Schwieger  
Front: Lee Ann Skogsberg, Katie Michel

**O**n December 10, WSPN members and guests enjoyed holiday cheer, appetizers and networking at Warren's Ale House in Wheaton. Thanks to all who joined us, and we look forward to hosting another After Hours event soon.

### Creating a Donor Communication Plan



Dominic Rescigno, Monica Carriedo, Sue and Ron Rescigno

**O**n January 21, WSPN and Naperville Area Chamber of Commerce collaborated to host owners **Susan and Ron Rescigno**, president and vice president of **Rescigno's Marketing Connections** at the Chamber's office in Naperville.

According to industry data, retention is one of the top problems development professionals face. They explained how to advance donor relationships through a well-thought-out communication plan based on a comprehensive foundation of data analytics and fundraising philosophy.

Their top takeaways include:

- Top two problems: acquisition and retention. The solution: A good donor communication plan.
- It is the very act of creating a plan that bridges the gap between your activity and your ability to raise more money.
- When creating your plan, think of it in terms of developing a healthy habit of doing those things that will eventually get at the heart of why your donors give and why they give to **you**.
- The more donor-centric your communications are, the greater your retention and success in fundraising. Therefore, creating content that puts your donor in the middle of your story (as the heroes that solve your problem) is critical.
- Communicate with your donors all year long, but vary those messages according to donors' individual interests and preferences.
- Your online (email, social media) and offline (direct mail, events, personal visits, phone calls) communications/activities should complement, *not* compete with one another. Therefore, integrate both strategies into your overall plan and *follow through* with diligence!
- **CREATE A PLAN.** This is the single most important thing you can do!

**“The annual fund may be at the bottom of the donor pyramid, but without it, you've got nothing to stand on.”**

– Sue Rescigno

To learn more about Rescigno's Marketing Connections, visit [www.rescignos.com](http://www.rescignos.com). To link to the presentation, self-assessment form, and donor communication template shared at the presentation, visit [www.tinyurl.com/hcp7ssx](http://www.tinyurl.com/hcp7ssx).

### Mastering Work and Life Balance



**O**n February 18, **Michelle Sherbun**, PCC, Eli-MP, president of Merlin Solutions, LLC, presented at Mayslake Peabody Estate in Oakbrook. Sherbun provided tips to find your personal balance.

#### Three Brief Reflections

Some days you just have to say, “Oh Well!” We are often our own worse critics. What if we didn't see “mistakes” and instead, saw

“learning opportunities?” You will never do everything perfectly—and in reality—the perfection is in our own imperfection. When things don’t go as planned, let it go. Look for the opportunities that may have been created because what just happened opened a new door. And then say, “Oh well. Tomorrow will be better.”

“Yesterday is gone and took away its tale.  
Today we must live a fresh story again.” – Rumi

The leadership team at the Cantata Best Life Foundation, [www.cantatabestlife.org](http://www.cantatabestlife.org), believes there are four tenets to achieving a best life. They believe our outlook or perspective on life is the most critical. It provides a foundation for the other three—purpose, vitality and balance.



Want to change how things unfold? Change your thoughts. Next time you’re up against a wall or stuck, take a moment to register your thought. Every emotion and every action is motivated by a thought. Change your thought (take the opposite stance if that helps or pivot just a bit). If you change your thought, you change your behavior, which changes the outcome.

“Acceptance is the answer to all my problems today. When I am disturbed, it is because I find some person, place, thing or situation—some fact in my life—unacceptable to me, and I can find no serenity until I accept that person, place, thing, or situation as being exactly the way it is supposed to be at this moment.” – Optimist’s Creed ●

## PhilanTopic Resources

### 5 TedTalks fundraisers should watch!

#### Simon Sinek: How great leaders inspire action

[www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

According to Sinek, successful leaders inspire us and are focused on why they do what they do. People buy *why* you do something and not as many believe in *what* or *how* you do something.

#### Michael Norton: How to buy happiness

[www.ted.com/talks/michael\\_norton\\_how\\_to\\_buy\\_happiness](http://www.ted.com/talks/michael_norton_how_to_buy_happiness)

Norton presents research that confirms that people who spend their money on others, instead of themselves, become happier regardless of the extent of their gift.

#### Dan Pallotta: The way we think about charity is dead wrong

[www.ted.com/talks/dan\\_pallotta\\_the\\_way\\_we\\_think\\_about\\_charity\\_is\\_dead\\_wrong](http://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong)

Everything the donating public has been taught about giving is dysfunctional, says Pallotta. He aims to transform the way society thinks about charity and giving and change.

#### Drew Dudley: Everyday leadership

[www.ted.com/talks/drew\\_dudley\\_everyday\\_leadership](http://www.ted.com/talks/drew_dudley_everyday_leadership)

Dudley presents another way of looking at leadership with a humorous story, where he changed a person’s life without even knowing it.

#### Peter Singer: The why and how of effective altruism

[www.ted.com/talks/peter\\_singer\\_the\\_why\\_and\\_how\\_of\\_effective\\_altruism](http://www.ted.com/talks/peter_singer_the_why_and_how_of_effective_altruism)

Singer argues that the consumer lifestyle relates to the Sisyphus problem. In Greek mythology, king Sisyphus’s punishment was rolling a boulder up a hill only to watch it roll back down; repeating the action for eternity. As with consumerism, people spend their hard-earned money on goods, and then start all over again. Giving, in contrast, provides intrinsic satisfaction, extrinsic impact and contributes to self-esteem.

*Do you have favorite resources you would like to share with Cultivate readers? Please email them to [jillm@elmhurst.edu](mailto:jillm@elmhurst.edu). ●*

## Member News



**T**ammy Bruner joined Villa St. Benedict last May as foundation coordinator. Bringing 20 years of experience in customer relations in various industries, her responsibilities include coordinating all aspects of the Villa St. Benedict Foundation program to meet its goals and fulfill its mission to enrich the lives of the residents of Villa St. Benedict.

Donations received and funds raised through the generosity of their contributors are used solely for programs and projects for their treasured residents. The Villa St. Benedict Foundation is tax-exempt under Section 501(c)(3) of the Internal Revenue Code and is an associated foundation of the Benedictine Health System Foundation.

For more information, visit [www.villastben.org](http://www.villastben.org).



**D**iveheart of Downers Grove was honored to have been featured in the February 2016 issue of *SUCCESS* magazine, <http://tinyurl.com/jpum54c>. The publication has a print circulation of almost 160,500, and its website, [Success.com](http://Success.com), has more than 1.3 million average monthly readers.

That's great exposure for Diveheart, a nonprofit that offers adaptive scuba diving instruction and opportunity for children, adults and veterans with disabilities. The story focused on founder/president Jim Elliott, who left a career in media, to become a full-time volunteer for Diveheart.

Elliott was honored as WSPN's 2013 Humanitarian of the Year. "Publicity, such as me being honored by WSPN and the wonderful story in *SUCCESS*, helps get the word out to thousands of people who might benefit from Diveheart's services; along with those who are touched by what we do and want to help," said Elliott.

For additional information, please visit [www.diveheart.org](http://www.diveheart.org).



**F**eeding America was selected as the winner of Blackbaud Impact's 2015 Innovation of the Year Award in recognition of their digital program—specifically the launch of

their new [FeedingAmerica.org](http://FeedingAmerica.org), Set The Table Peer-to-Peer giving platform, and the overall growth of their online fundraising program. The Blackbaud Impact Awards recognize nonprofit professionals using technology to power their passions.

The Innovation of the Year Award honored Feeding America's ability to transcend conventional approaches to improve the

future of philanthropic operations and deliver a transformational impact by leveraging technology in a new and creative way.

For more information, visit [www.feedingamerica.org](http://www.feedingamerica.org).



**N**aperville CARES received a \$5,000 grant from the Yelp Foundation Gives Local grant contest, having been nominated and supported

by votes from community members.

After two weeks of voting in 75 markets across the US, more than 160,000 votes were cast. Of the many Chicago suburban nonprofits considered for recognition, the first place winners received grants of \$5,000, second place received \$3,000 grants, and third place received \$2,000 grants. Three nonprofits in each market across the US received grants, and in all, 225 organizations received grants totaling \$750,000.

Each winning nonprofit aligns with an area of the Yelp Foundation's mission to address the needs of local communities including access to information, education, local economic development and freedom of expression.

The mission of Naperville CARES is to help local families in financial crisis meet their essential needs by providing emergency financial support and resources. Naperville is a community that works together to ensure that their neighbors have access to resources to meet their essential needs. For more information, visit [www.NapervilleCARES.org](http://www.NapervilleCARES.org).



**S**oja Orłowski, former director of communications and marketing, was promoted to executive director of **Worldwide Fistula Fund**, a nonprofit global health organization founded in 1995 to help girls and women with obstetric fistulas recover and build new lives.

Working with local partners in sub-Saharan Africa, WFF provides girls and women surgical care, rehabilitation, literacy and vocational classes and trains African doctors in fistula prevention and treatment. Although obstetric fistula is both preventable and treatable, an estimated two million girls and women in developing nations currently suffer from this injury.

Prior to joining WFF, Orłowski had served in both the business and nonprofit sectors as owner of Orlow Marketing Solutions LLC since 2006. A former director of marketing and development for the Chicago domestic violence agency, Rainbow House, Orłowski was responsible for securing \$400,000 annually.

For more information, visit [www.worldwidefistulafund.org](http://www.worldwidefistulafund.org) or email [soja@WFFund.org](mailto:soja@WFFund.org).



**W**heaton Park District named T.J. Hicks development director. Hicks will oversee the continued success and growth of the district's nonprofit foundations.

These include the Cosley Foundation, supporting the District's nationally accredited Cosley Zoo; the DuPage County Historical Museum Foundation, supporting the preservation and communication of DuPage County's history via the free public Museum in downtown Wheaton; and the Play for All Playground & Garden Foundation, which continues to develop the Sensory Garden Playground in Danada South Area, designed to create accessible play for children with physical disabilities, developmental delays, sensory processing disorders, and autism alongside their peers.

Before joining Wheaton Park District, Hicks worked in similar roles at Northern Illinois University and DuPage Children's Museum. He brings many years of professional fundraising experience, event management, and board development to the district, along with a passion for seeing nonprofit organizations positively impact their community. Hicks holds a master's in communication from Northern Illinois University and a bachelor's in Speech Communication from Colorado State University. For more information, visit <http://wheatonparkdistrict.com>.

### 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, Cultivate editor, at [jillm@elmhurst.edu](mailto: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](http://www.wspnonline.org) and update your contact information.

Request a new password if you've forgotten it.

Also, join WSPN on LinkedIn to extend your networking possibilities.

Be a part of the dialog.

## Building Our Membership

**A** strong, exciting and dynamic membership is the key to any professional organization. The stronger the membership, the more opportunities there are for professional development, social interaction and enhanced programming.

It is in all of our collective best interest to grow and develop a strong membership base for WSPN. With that in mind, take the time to invite a coworker, colleague or friend to the next WSPN program. I'm sure you'll both benefit from the experience.

Thank you,

Mark Dyer, membership chair, [mdyer@dupageforest.org](mailto:mdyer@dupageforest.org)



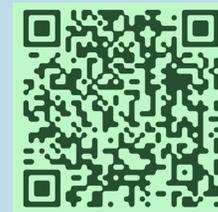
[tinyurl.com/WSPNFacebook](http://tinyurl.com/WSPNFacebook)



[twitter.com/WSPNOnline](https://twitter.com/WSPNOnline)

## Become a WSPN member:

Check out [www.wspnonline.org](http://www.wspnonline.org) to learn more about WSPN benefits including our monthly educational events, job opportunities and scholarship information.



Scan to join.

Join online or by downloading a membership application.

Non-transferable dues are \$40 per year.

These previous appeals, my friends, are so very last century—and they don't work with the 21st-century donor.

### Try the MPI Formula:

**How much money we want to raise, What project it will fund, and What impact it will make.**

This formula works because:

It makes you define a concrete goal.

It requires you to connect the donor to something specific. You have to talk about your project and what it will accomplish.

And this formula is very compelling to donors.

Because it presents your effort in a precise, easy to understand format.

Here's how you use the MPI formula:

**“We want to raise MMMM (Money) for PPPPPP (Project) that will have IIIII (Impact).”**

Let's break down the components for the MPI formula:

## 1. Define the MONEY You Seek

These days, you are much better off if you tell your donor exactly how much you need to raise.

When you are specific, you show up as better organized.

Your ask is more concrete—not some vague wish or foggy notion.

A firm goal makes your appeal much stronger.

It shows that you have done some planning and some homework.

You are defining what you want to accomplish within a certain timeframe. You have something definitive that you are shooting for.

Just about everybody in the fundraising world will tell you that you **HAVE TO HAVE A DOLLAR GOAL** if you really want stretch gifts. A goal inspires donors to dig deeper.

Please don't be one of those nonprofits who say, “We need to raise as much as possible!”

Sure that may be true, but it's not gonna inspire your donor!

## 2. Define Your PROJECT

What exactly do you want to fund? What are you actually “selling?”

Is it food for xxx kids? Is it yyy cleaner rivers? Is it zzzzz concerts?

Again, donors' generosity is triggered by the specificity of your appeal.

It's really hard to raise money for “general and administrative.” We all know how hard it is.

But you can even take an unrestricted ask for operational costs and make it more specific.

You could say:

Our facility serves over 20,000 kids and families each year, and it costs xxx to run.

We are raising xxx this year to provide a safe, nurturing place for kids and families to get the help they need. You will touch many lives through your generous gift.

## 3. Define the IMPACT it Will Make

Remember what donors are really giving to.

They are giving to the change they want to see in the world.

They want to make a real, concrete difference.

Sure they are interested in the project—but they are more interested in what will happen once the project is funded.

How will the world be different?

What new joy and happiness will the donor's gift bring to the world?

What pain and suffering will the donor's gift ease?

This is the heart of fundraising.

Please don't leave out the impact. It's the most important thing you have going for you!

## BOTTOM LINE

Everybody has to have goals. Be clear about them to your donors. Give the MPI fundraising formula a try.

Try shaping your message in this format—and then see if the dollars don't start rolling in faster!

*Gail Perry, Fired-Up Fundraising. Reprinted with permission, <http://tinyurl.com/okhluofd>.*

*Gail Perry inspires nonprofits around the world with cutting-edge fundraising strategies and new tools to make fundraising more successful and more fun. Find smart strategies to help you raise tons of money at Fired-Up Fundraising, [www.gailperry.com](http://www.gailperry.com). ●*

## Scholarships

The world of philanthropy is teeming with substantial information. Let WSPN help you access it!

If your philanthropic organization doesn't have sufficient funds to send you to the latest AFP conference, Forefront course or other philanthropy educational event, WSPN can offer financial assistance for these skill-building workshops and trainings.

### HOW TO APPLY:

Scholarships for training and continuing education opportunities are available to WSPN members. Scholarships can be applied to a variety of educational opportunities related to fundraising and nonprofit management.

If you are a member of WSPN and interested in applying for a scholarship, please complete an application form found at [www.wspnonline.org](http://www.wspnonline.org). ●

## Thinking Outside the Elevator *(continued from page 1)*

1. **Pixar Pitch** - A Pixar story artist, Emma Coats, revealed the source code of the narrative structure of Pixar films, from which the Pixar Pitch is modeled: Once upon a time... Every day... One day... Because of that... Until Finally...
2. **One-word Pitch** - Write a fifty-word pitch. Reduce it to twenty-five words. Then to six words. One of those remaining half-dozen is almost certainly your one-word pitch.
3. **Question Pitch** - Questions elicit an active response. Use this if your arguments are strong. If they're weak, make a statement. Or better yet, find some new argument.
4. **Rhyming Pitch** - When people process something more fluently, they absorb it more and understand it better. Don't rack your brain for rhymes. Go online and find a rhyming dictionary. Pink suggests RhymeZone ([rhymezone.com](http://rhymezone.com)).
5. **Twitter Pitch** - Give good information quickly and concisely. Even though Twitter allows 140 characters, limit your pitch to 120 characters so that others can pass it on. Remember, the best pitches are short, sweet and easy to retweet.
6. **Subject-Line Pitch** - Review the subject lines of the last twenty email messages you've sent. Note how many of them appeal to either utility or curiosity. If that number is less than ten, rewrite each one that fails the test.

Creatively think about your next encounter with a potential prospect. Reconsider your messages, stories and communication and create quick, simple and powerful pitches. A pitch isn't something you throw and hope the other person catches, Pink says, it's an intriguing invitation to start a memorable conversation.

For more information about perfect pitches, visit Daniel Pink at [www.danpink.com](http://www.danpink.com). ●

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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 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., unless otherwise noted.**

**For more information or to register, visit [www.wspnonline.org](http://www.wspnonline.org).**

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**Thursday, Mar. 17**      **Topic:** Ask the Lawyer  
**Speaker:** Lisa Stegink  
**Location:** Northern Illinois Food Bank, 273 Dearborn Court, Geneva, IL 60134

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**Thursday, April 21**      **Topic:** Celebrating your Milestone Anniversary: Inventive Ways to Increase Visibility and Impact  
**Speaker:** Elizabeth Richter  
**Location:** Robert Crown Center for Health Education, 21 Salt Creek Lane, Hinsdale, IL 60521

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**Thursday, June 16**      **Topic:** Funders Panel  
**Moderator:** David M. McGowan, CFRE, president of DuPage Foundation  
**Panelists:** TBD  
**Location:** Marianjoy Rehabilitation Hospital, Conference and Education Center, 26W171 Roosevelt Road, Wheaton, IL 60187

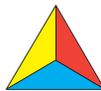
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West Suburban **Philanthropic Network** **14th Annual Philanthropy Awards Luncheon**

**Tuesday, May 17**      **LOCATION:** Embassy Suites, 1823 Abriter Court, Naperville, IL 60563  
Networking begins at 11 a.m., luncheon follows. Register online—\$50 per person or \$500 for a table of 10 which includes a business card ad in the program. Sponsorship opportunities are available from \$500 to \$5,000.

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