

In this issue

President's Message . . . . . 2
Philanthropy Center News . . . . . 3
2012 Honorees . . . . . 5
Building our Membership . . . . . 7
Blasts from the Past . . . . . 8
Scholarship Program Update . . 10
Member News . . . . . 10
Resource Round-up . . . . . 11
Save These Dates . . . . . 12

Spotlight Feature

Giving DuPage . . . . . 5



The Face of Volunteerism (Easter Seals) by Sean M. Schmidt, photographer.

WSPN Mission

To offer support to development professionals and advance philanthropy.

Philanthropy Buzzwords

By Lucy Bernholz

The world has been buzzing about the "Arab spring," "Occupy" movements, and the "European debt crisis."

Similarly, people in philanthropy have their own lingo to describe their preoccupations of the past year, particularly as the government's financial challenges and growing competition for scarce donations put ever more attention on nonprofits that produce results and know how to get their messages out to the public.

Here, then, are the 10 philanthropy buzzwords for nonprofits:



10. #

The most important buzzword is the Twitter hashtag. Philanthropy finally got hip to Twitter (as did so many people, thanks to the uprisings across the world and Twitter-enabled TV shows). One great example of how this Twitter convention has become part of the lexicon was the Case Foundation's end-of-year #GoodSpotting campaign, born to be memorable and social-media-friendly, hashtag and all. Forget about folks fumbling to come up with "bumper sticker" statements or even sound bites. #Whatmatters-nowisthe-hashtag.

9. Amplify

Without a doubt, 2011 was the year of "amplifying" philanthropy. Is it a social-media thing? Have we given up on leverage? Scale? The Foundation Center held a conference (continued on page 6)

How to Create a Development Plan that Catapults Your Fundraising

By Amy Eisenstein

The definition of insanity is doing the same thing over and over and expecting a different result. Are you doing anything differently this year to raise more money for your cause?

The key is to actually have a development plan.

Here are the most basic steps necessary to create your own development plan. These steps will get you moving in the right direction, but creating a highly effective development plan isn't easy. There are many details that can make or break your plan.

Creating a Development Plan to Raise More Money

There are four basic steps for creating a development plan to improve your fundraising.

(continued on page 4)

### WSPN Mission:

To offer support to development professionals and advance philanthropy.

### WSPN core services:

education, networking, and advocacy

VIEWPOINT is published four times per year for fundraising professionals living and/or working in Chicago's western suburbs. ©2012. All rights reserved. This newsletter may not be reproduced in whole or in part without the written permission of the editor.

### Managing editor

**Jill McWilliams**

Elmhurst College

190 Prospect Avenue

Elmhurst, IL 60126-3296

jillm@elmhurst.edu

### We invite your membership:

Dues to join West Suburban Philanthropic Network are \$40 per year. Make checks payable to West Suburban Philanthropic Network and mail to:

### WSPN Membership

P. O. Box 268

Wheaton, IL 60189-0268

### 2011-2012 WSPN Board Members

#### Officers

#### President

**Lora Vitek**

Director

Philanthropy and Community Relations

Delta Dental of Illinois Foundation

(630) 718-4764

lvitek@deltadentalil.com

#### Vice President

**Chrissie Howorth**

Education Site Manager

Mayslake Peabody Estate

(630) 206-9568

choworth@dupageforest.org

#### Treasurer

**Greg Weider**

Executive Director

Fox Valley Volunteer Hospice

(630) 232-2233, ext. 212

gweider@fvvh.org

#### Co-treasurer

**Monica Bucek**

Development Director

Naperville Area Humane Society

(630) 420-8989, ext.114

mbucek@napervilleareahumanesociety.org

#### Secretary

**Lori Richardson**

(630) 854-5500

lori.jd.richardson@gmail.com

#### Immediate Past President

**Brad Warren**

Director of Development

Youth for Christ

(630) 588-0700

bwarren@spyfc.org

## President's Message

I spent some time on the Chronicle of Philanthropy's and The Center of Philanthropy at Indiana University's websites (two of my favs for nonprofit statistics and general information) with the intent of identifying a few updated nonprofit trends to include in my message.

As suspected, most of the trends remain unchanged—nonprofits continue to feel fiscal stress and the economic outlook appears flat for many organizations in 2012.

As nonprofit fundraising professionals, we do not need a structured study to tell us, not surprisingly, what our jobs require: Nonprofits are doing and are continuing to be asked to do more with less.

We don't expect to read a headline: Nonprofits pushed to spend more donor dollars to further their missions. As long as we are working in the nonprofit sector we are and will continually be expected to accomplish more with fewer resources.

According to the *Late Fall 2011 Nonprofit Fundraising Study*, "About 49 percent of responding organizations plan to increase funding for program activities," indicating many intend to increase activity with unchanged operating budgets and with the same staffing levels.

The perception of how a nonprofit should operate and the media attention that surfaces oftentimes triggers public distrust, which further affects the cycle of doing more with less. An organization must work harder to earn back trust or strengthen their image; all the while, raise money and awareness for their cause—oh, and I almost forgot—actually accomplish their mission and goals.

As we kick off the spring season, WSPN looks forward to honoring those who financially invest in, continue to trust and positively impact the work of nonprofits.

As reflected in some of the recent positive news, the study mentioned above reported, "50 percent [of responding organizations] saw increases in the number of new individual donors." We have yet to see Giving USA data for 2011, but we do know that in 2010, private giving was up by two percent from 2009.

The WSPN honorees recognize the impact nonprofit organizations have on individuals, families and our communities. They take the time and effort to get to know the nonprofit sector—their stories and the impact of their work. These generous people attempt to bring us "the more" to do "more" whether it is through their time, financial resources or shared knowledge and expertise.

As we celebrate our tenth year of honoring those who enhance the philanthropic environment of our communities, we extend a special thank you for their faith and trust in our organizations.

Sincerely,



Lora Vitek, MBA, MMNA



# Philanthropy Center News

## Resources and so much more

By Christine Kickels, Librarian

The Philanthropy Center, College of DuPage

The College of DuPage Library is in its twelfth year of providing resources to nonprofit organizations and grant seekers. The Philanthropy Center at the College of DuPage Library originated as a partnership with Donors Forum, but also maintains a commitment to its designation as a Cooperating Collection of the Foundation Center of New York.

Established in 1956, the Foundation Center is the nation's leading authority in organized philanthropy, serving grant seekers, grantmakers, researchers, policymakers, the media and the general public. With only 10 Cooperating Collections in Illinois, the Philanthropy Center at COD continues to be the sole location in DuPage County.

Cooperating Collections offer free access to the Center's detailed information on grantmakers and how to apply for grants. The core collection includes The Foundation Directory Online, profiling more than 100,000 U.S. grantmakers, Foundation Grants to Individuals Online, Philanthropy In/Sight, print directories and proposal writing guides.

In addition to the books and databases provided through the Foundation Center, we continue to add new titles to our circulating collection. Some of our newest titles include:

- **Cause Marketing for Dummies**
- **Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals**
- **The Complete Idiot's Guide to Grant Writing**
- **Collaborative Grantseeking: A Guide to Designing Projects, Leading Partners, and Persuading Sponsors**
- **The End of Fundraising: Raise More Money by Selling Your Impact**
- **Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results**

We are currently offering free workshops to explore the collection and effective use of the databases. Details and online registration are available at [www.cod.edu/library](http://www.cod.edu/library).

All are welcome at the COD Library, and anyone who works or lives in our District is eligible for a library card. If I can help you become more familiar with our resources for nonprofits, please don't hesitate to contact me at (630) 942-2313 or [kickels@cod.edu](mailto:kickels@cod.edu).



## Committee Chairs

### Programs chair

#### Kathi Wagner

Director, Fundraising and Development  
Forest Preserve District of DuPage County  
(630) 933-7097  
[kwagner@dupageforest.org](mailto:kwagner@dupageforest.org)

### Membership chair

#### Ann E. Spehar

Executive Director  
Naperville Education Foundation  
(630) 420-3086  
[aspehar@naperville203.org](mailto:aspehar@naperville203.org)

### Communications co-chair

#### La Sridhar

Founder and President  
ResearchSense  
(630) 290-9363  
[la@researchsenseinc.com](mailto:la@researchsenseinc.com)

### Communications co-chair

#### Beth Esler

Media and Community Relations Manager  
United Way of DuPage/West Cook  
(630) 645-6343  
[Elizabeth.esler@uw-mc.org](mailto:Elizabeth.esler@uw-mc.org)

### Mentoring co-chair

#### Connie Kobitter

Special Events Manager  
Northeastern Illinois Area Agency on Aging  
(630) 293-5990  
[ckobitter@ageguide.org](mailto:ckobitter@ageguide.org)

### Mentoring co-chair

#### Susan Mchabcheb

Assistant Vice President,  
Individual Major Gifts  
Easter Seals, Inc.  
(312) 551-7155  
[smchabcheb@easterseals.com](mailto:smchabcheb@easterseals.com)

### Awards Luncheon co-chair

#### Courtney Simek

Program Manager  
Teen Parent Connection  
(630) 790-8433, ext. 307  
[courtneys@teenparentconnection.org](mailto:courtneys@teenparentconnection.org)

### Awards Luncheon co-chair

#### Brad Warren

Director of Development  
Youth for Christ  
(630) 588-0700  
[bwarren@spyfc.org](mailto:bwarren@spyfc.org)

### VIEWPOINT editor

#### Jill McWilliams

Foundation Relations Officer  
Elmhurst College  
(630) 617-6470  
[jillm@elmhurst.edu](mailto:jillm@elmhurst.edu)



#### What's new at Donors Forum?

Go to [donorsforum.org](http://donorsforum.org) to learn about our new and improved workshops – at beginning and advanced levels – in proposal writing, individual and major giving, and outcome evaluation.

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

208 South LaSalle • Suite 1540 • Chicago, IL 60604 • 312-578-0090 • [donorsforum.org](http://donorsforum.org)



## Editor's Note

Dear VIEWPOINT readers:

Congratulations to this year's 10th Annual Philanthropy Awards Luncheon honorees. Hundreds of organizations in the western suburbs have benefited in countless ways through the generous contributions of philanthropists.

On Wednesday, May 23, we hope you will join the WSPN board in recognizing their contributions and reflect on the meaning of giving and all that it accomplishes.

**"We make a living by what we get, but we make a life by what we give." – Sir Winston Churchill**

The spirit of giving is alive and well and stronger than ever.

See you there!

Sincerely,



Jill McWilliams

### Advertising in VIEWPOINT

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

\$190 for four issues,  
renewable in January,

\$ 60 for a single ad,

\$110 for two inclusions, and

\$160 for three ads.

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

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

Jill McWilliams, VIEWPOINT Editor,  
WSPN Ad Subscription, P.O. Box 268,  
Wheaton, IL 60189-0268

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

## Create a Development Plan

(continued from page 1)

### 1. Create a Baseline

Analyze what you've done in the past. What did you do last year to raise money?

- Grants – How many grants did you apply for and receive?
- Events – How many fundraising events did you have? How much did they cost and how much did they raise? How much time and effort did they take?
- Mailings – How many bulk mailings did you send, both traditional and electronic? How many people did each solicitation go to? How many responses did you get from each mailing? What was the average gift?
- Asks – How many individuals did you solicit?

### 2. Create Goals

Ask yourself the following questions:

- How much money do you want to raise?
- What resources will you need to raise that amount?
- What is the gap between the amount you're currently raising and how much you want to raise?

### 3. Determine What to Change

Figure out what's been working versus what you need to change. Consider the following:

- Will you have the same events?
- What new foundations can you apply to?
- How many new cultivation activities will you have?
- How many individuals can you solicit?
- How can you work with your board members differently to leverage their contacts?
- Will you provide a board retreat and development training for them?

### 4. Write Down Your Plan

Write down your goals, the action steps necessary to get there, who's responsible for each step, a timeline and a budget. Remember, the definition of insanity is doing the same thing over and over and expecting a different result. Make sure you're trying new things to achieve better results.

### Achieving the Best Results

Creating an effective development plan is one of the most crucial and challenging aspects of fundraising. And it's absolutely worth doing right. The difference between a good development plan and a great development plan can be tens of thousands of dollars in donations.



*Amy Eisenstein, MPA, CFRE is a fundraising consultant for local and national nonprofits. She's raised millions of dollars through event planning, grant writing, capital campaigns, and major gift solicitations. Her "no-nonsense" approach to fundraising yields big results for her clients and followers. Visit Amy's blog at <http://www.tripointfundraising.com>. ●*

# WSPN's Philanthropy Awards Honorees

*Celebrating  
25 years 10th awards*

WSPN is pleased to announce the 2012 honorees who will be recognized at the 10th Annual Philanthropy Awards Luncheon on Wednesday, May 23 at the Abbington Distinctive Banquets in Glen Ellyn. 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 10th Annual Philanthropy Awards Honorees

**Philanthropic Leadership Award**  
Steve and Laurie Reitman (Hinsdale)

**Humanitarian of the Year**  
Vicky Markell Joseph (Naperville)

**Corporate Philanthropic Award**  
BMO Harris Bank

**Foundation Philanthropic Award**  
Illinois Children's Healthcare Foundation (Oak Brook)

**Nonprofit Executive of the Year**  
Kathleen Yosko, president and CEO,  
Marianjoy Rehabilitation Hospital (Wheaton)

**Grantmaker of the Year**  
Barbara Szczepaniak,  
The DuPage Community Foundation (Wheaton)

**Nonprofit Volunteer of the Year**  
Stephen L. Webster (Glen Ellyn),  
volunteer of Family Shelter Service

**WSPN Distinguished Service Award**  
Connie R. Kobitter (Lisle)

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](http://www.wspnonline.org) or contact Courtney Simek at (630) 790-8433, ext. 307 or [courtneys@teenparentconnection.org](mailto:courtneys@teenparentconnection.org).

## Spotlight

### Featuring a WSPN Member Organization Giving and Volunteering

In the Winter 2011 issue of VIEWPOINT, Joe Skvara and Rob Taylor were featured as founders of the West Suburban Philanthropic Network. Interestingly, both Joe and Rob were also instrumental in founding Giving DuPage, which began as a private/public partnership in 2001.



Giving DuPage became a 501(c)(3) in 2008, and the core mission has remained relatively consistent: To help community members find opportunities to share their time, talent and treasure and to help area nonprofits connect with these community members and their resources.

Since 2001, Giving DuPage has created opportunities for volunteers to learn more about area nonprofits through:

- Days of Service
  - DuPage Day of Service and Remembrance
  - Dr. Martin Luther King Jr. Day of Service at Benedictine University
  - Make a Difference Day collection drive
- Volunteers Fairs in partnership with Cantigny and Naper Settlement
- Annual Giving Guide, a publication created and distributed in cooperation with the Daily Herald
- Volapalooza: A Celebration of Service in collaboration with The DuPage Community Foundation and Community Memorial Foundation
- The Face of Volunteerism photo exhibit by photographer Sean M. Schmidt
- Youth Video Contest
- Interactive volunteer matching mechanism at [www.givingdupage.org](http://www.givingdupage.org)
- The Human Race on Saturday, April 21

Giving DuPage is committed to the DuPage Association for Volunteer Administration, which serves to support volunteer management professionals in DuPage. In June, the National Conference on Service and Volunteering will be hosted in Chicago, and as chair of Volunteer Centers of Illinois, Giving DuPage has been active in planning the event.

WSPN members are encouraged to join their Volunteer Directors in attending the conference, which will feature a panel of former First Ladies, who are committed to national and community service.

As the mission of Giving DuPage demonstrates, giving and volunteering are closely related within our organizations, and Giving DuPage has been honored to serve on WSPN's Annual Awards Luncheon committee for several years as the coordinator of the Outstanding Volunteers. Volunteers play integral roles in our organizations and serve as our champions and cheerleaders. Visit [www.givingdupage.org](http://www.givingdupage.org). ●

# Philanthropy Buzzwords

(continued from page 1)

called Amplify Your Impact; the Tides Foundation, a network of donor-advised funds, says it helps donors “simplify and amplify”; the Women’s Funding Network advises donors “Don’t filter, amplify”; and the Philanthropy Workshop West promises to help generous wealthy people “amplify and magnify” their work.

## 8. Disruption

Disruption is the new black. Clayton Christensen, a Harvard business professor, began the trend with his classic management books that outline what he labeled *disruptive innovation*. This is the kind of thinking that launches whole new industries rather than just “new and improved” products. He’s gone on to write books on how to “disrupt” the health-care system and elementary and secondary education. I contributed to the theme with a report, “Disrupting Philanthropy: Technology and the Future of the Social Sector.”

Others have written on disrupting homelessness, media, technology, and manufacturing. Disruption may soon replace *innovation* as the most overused and approaching meaningless term in philanthropy.

## 7. Shape-shifting

Shape-shifting is what happens when an organization changes corporate form, usually shifting from nonprofit to for-profit. In the 1990s, we saw health-care organizations and student-loan providers make this shift, spinning off philanthropic foundations.

The sale of nonprofit Jumo to the for-profit Good magazine raised the issue again in 2011. Two other recent instances of shape-shifting were the conversion from nonprofit to commercial status of the Website verification firm TRUSTe and the online community site CouchSurfing, both of which raised significant venture-capital investments along the way.

Shape-shifting raises valuable questions about the range of organizations that can produce social good, their relative effectiveness, and the role of both private and philanthropic capital in catalyzing these enterprises.

## 6. Evidence-based practice

Evidence-based practice got its start in medicine, then spread into domains such as education and nursing. The idea is to make sure good quality research, not just tradition or conventional wisdom, backs up the basics of how professionals do their jobs. Now evidence-based practice is expanding into philanthropy.

The spread of evidence-based practices seems to be in direct proportion to the growth of program-related investments, impact investing, and social-impact bonds, all tools that need external standards for success.

This is not a fly-by-night buzzword. Evidence-based is a rigorous approach to the application of research to practice,

and while the approach may not have all the answers, we can expect to see more of it.

## 5. Infographics

The age of big data has set loose the age of infographics. Infographics include cool interactive maps, Venn diagrams of apparently unrelated events, and trend lines everywhere. Infographics are the ultimate “pictures that say 1,000 words.” Like so many buzzy things, infographics were once rare and cool and now are overhyped and overused. Let us hope that good and useful graphics become more commonplace.

## 4. Charitable tax reform

Real discussions of charitable tax reform have been included in legislative budget proposals for more than a year, starting with President Obama’s deficit commission in late 2010 and continuing through the dog days of late July, early August leading up to the debt-ceiling extension.

Through all the political fights and all the proposals for budget balancing and deficit reducing, ideas for changing how the tax system treats charitable giving have stayed on the table. Don’t expect this issue to go away anytime soon.

## 3. Storytelling

The more data we get, the better we get at data visualization, the more we are swamped with numbers and graphs and information in general, the more we need stories. They are the oldest way we have to make sense of things. Good storytelling is going to become ever more important. Stories and data will need each other evermore. While new whiz-bang technologies come along day after day to help us show our data, the art and science of good storytelling is what really makes the difference. This buzzword describes efforts to rediscover the tried and true among the new and shiny.

## 2. Collective impact

This term shows the power of a good buzzword to compel an idea. There’s nothing new about government, nonprofits, the public, and commercial businesses working together. But the phrase “collective impact,” coined by the prominent philanthropy advisers Mark Kramer and John Kania, helped focus attention and raise the idea to prominence again.

## 1. Social-impact bonds

This new type of financing for nonprofits comes to the United States from the UK. Through these bonds, private investors pay for a program; then, if the program meets its goals, the government repays the investors. If it fails, the government doesn’t pay anything.

It’s too soon to know how effective these bonds will be for drawing in more capital to social good. But keep an eye on this type of innovation in how to pay for services because new approaches will now take off.

*Lucy Bernholz is a managing director at Arabella Advisors. She writes about trends on her blog, [Philanthropy2173](#) and has just published “Blueprint 2012,” her philanthropy industry forecast for the year ahead.* ●

# Building our Membership

## It's a Win-Win Situation

Changing the world isn't easy so it's good to know you don't have to do it alone! You're not alone because, as a member of the WSPN community, you have access to fresh perspectives, a dedicated and supportive peer group, smart opinions and new ideas all the time.

### Won't you help us spread the word?

If you send WSPN the name and contact information of three (3) prospective members by May 14, your name will be entered into a *drawing for a FREE ticket* to the 10th Annual Philanthropy Awards Luncheon—a \$50 value. There are two more chances to win a ticket, one on April 15 and the final one on May 15—so don't delay.

All members who participate in this referral program will also be eligible to win one grand prize which will extend their *paid membership for two (2) full years*—an \$80 value.

Take time now to share the educational and networking benefits of WSPN—as well as your passion for philanthropy—with your friends and colleagues.

If you are a member in good standing, simply email Ann E. Spehar, membership chair, at [aspehar@naperville203.org](mailto:aspehar@naperville203.org), the names and contact information of three (3) prospective WSPN members and you will be entered into both the monthly and grand prize drawings. The referral program is not valid for membership renewals but reinstated memberships do qualify. Reinstatements are defined as memberships that have not been active for at least 12 months since their expiration date.

As always, thank you for being a WSPN member!

## Become a member:

Check out our website at [www.wspnonline.org](http://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.

Dues are \$40 per year. Should you have any questions, please contact Ann E. Spehar, membership chair, at [aspehar@naperville203.org](mailto:aspehar@naperville203.org).

## Attention members:

We want to keep in touch!

Have you changed jobs? Do you have a new email address?

Simply log into your profile on [www.wspnonline.org](http://www.wspnonline.org) with your 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. Thank you!

## Mentoring Report

The Peer Mentor Program is a great members-only benefit of WSPN!

It is an all-volunteer support service that provides encouragement and guidance to acquire knowledge, face challenges and grow in your position through one-on-one mentoring.

For both mentors and protégés, this is an opportunity to share expertise, network with and learn from colleagues, and, ultimately, ensure the strength of the western suburbs' philanthropic community.

The Peer Mentor Program is for current WSPN members who would like to be paired with an experienced development professional. The Peer Mentor Program offers members who are early in their fundraising careers or who are switching development arenas an opportunity to advance their professional skills.

### Congratulations to our 2012 Peer Mentor Program match:

Mentor **Amy Van Polen**, resource development director of Bridge Communities, was matched with protégé **John Strasky** of Little City Foundation.

For more info on the Peer Mentor Program, visit [www.wspnonline.org](http://www.wspnonline.org).

VIEWPOINT  
Printed by



elk grove graphics

Annual Reports • Invites  
Programs • Newsletters

Contact: Frank Hudetz

Wheaton Office  
[fhudetz@elkgrovegraphics.com](mailto:fhudetz@elkgrovegraphics.com)  
(630) 234-5705  
[www.elkgrovegraphics.com](http://www.elkgrovegraphics.com)  
(847) 439-7834

# Blasts from the Past

By Jill McWilliams, VIEWPOINT editor

## How to Develop Actionable Strategies



On January 19, Sherrin Ross Ingram presented at the Salvation Army in Oak Brook Terrace.

Fresh insights and creative ideas are the life blood of competitive advantage. However, most ambitious and growth oriented leaders lack a reliable method for converting insights and ideas into actionable strategies.

Sherrin presented seven steps to exponentially enhance your chances of formulating strategies that actually get implemented:

1. Transform the idea into a resolution (mission).
2. Transform the resolution into a real goal.
3. Conduct a full strategic planning session to determine viable strategies.
4. Run viable strategies through the STRATEGIC Decision-Making® Filtering Process.
  - S = Supportive of Long-term Mission/Vision
  - T = Tested Assumptions
  - R = Raw Materials and Resources Available
  - A = Addresses Root Issues
  - T = Timeless Principle/Wisdom
  - E = Energy and Enthusiasm to Implement
  - G = Generates Short-term Measurable Milestones
  - I = Identifies Individual Challenges
  - C = Calculated Tactical Support for Mindset
5. Decide on your course of action (the "Master Plan" and Individual Plans).
6. Diligently and "STRATEGICally" implement your plan.
7. Evaluate implementation efforts and progress and make adjustments.

Sherrin Ross Ingram is CEO of the International Center for Strategic Planning and Chief Strategist for The Strategic Thinker's Mastermind. Sherrin was recently recognized as No. 1 in the "Top 100 Strategic Planners most followed on Twitter" ranking.

She is also an attorney, best-selling author, and founder of The Foundation for Real Nutrition and Sustainable Living, which she established after witnessing the positive dramatic effects that a diet of nutrient rich food had on her son's recovery from Autism. Contact Sherrin at [sherrin@sherrin.com](mailto:sherrin@sherrin.com) or through her web site [www.SHERRIN.com](http://www.SHERRIN.com).

## Trends and Best Practices in Database Management

On February 16, Cheryl (Cheri) Weissman, president and founder of CJW Consulting, spoke at King-Bruwaert House in Burr Ridge. Attendees learned that data plays a critical role in non-profits and fundraising and should be positioned to serve as the institutional memory of an organization.



The two primary purposes of data are to allow organizations to prepare output and define groups. Ideally, you want one location that everyone has access to as the "go to" spot to find any piece of information about any constituent. To ensure the

integrity of your data, be vigilant, proactive and consistent.

Current trends in data management:

**1. In-house application** is when an organization buys the rights to install the software. Requires organizations to maintain/upgrade all hardware and software needed to allow the application to run.

Pros: After the first year, software costs are generally limited to support agreements; ability to choose hardware, provided the minimum requirements defined by vendor are met; and the environment is controlled.

Cons: There are no viable applications for Apple computers; continually budgeting for new technology; staff is needed to manage the data in-house, including regular backups, installing upgrades, etc.

**2. Hosted software** is installed on a software vendor's website. The vendor allocates storage space and access to the application.

Pros: No need to budget for computer upgrades; the vendor assumes the responsibility of backing up and preserving data; it's usually paid as a monthly or quarterly subscription rather than a large first-year cost with ongoing maintenance fees.

Cons: Vendor controls space limitations for output, if more is needed costs can increase; depending upon Internet connectivity, etc., hosted software can be slower.

**3. Cloud computing** is the delivery of computing as a service rather than a product, whereby shared resources, software, and information are provided to computers and other devices as a metered service over a network (typically the Internet).

Pros: Cloud solutions tend to be more flexible and interactive; they can be extremely affordable.

Cons: If you are using a Public Cloud, you may need to wait for output as other users are sharing resources; clouds tend to need more customization and programming that some nonprofits are not staffed to handle.

Cheri also shared trends of social media. If you haven't already gotten on board, it's time to join the social-media conversation. To start promoting your organization in social media, first understand, then seek to be understood.

Social Media is an effective way to stretch your reach affordably, so you can attract, inform, illustrate and educate new people interested in your cause and mission and connect with supporters in a variety of ways.

The Nonprofit Social Network Survey 2011 reported nonprofits presence:

Facebook: 89 percent  
Twitter: 57 percent  
YouTube: 47 percent  
LinkedIn: 30 percent  
MySpace: 7 percent

*Cheri has been working with and for nonprofits since 1984. While working as a fundraiser for a Chicago nonprofit, she was asked to research, select and implement the agency's first PC-based fundraising software application. A year later, Cheri accepted a position with a fundraising software company. After nearly six years there, believing she could better serve the nonprofit community without the overhead of a larger company, she founded CJW Consulting & Services, Inc. in May of 1993.*

## Purposeful Boards, POWERFUL Fundraising



About 240 board and staff members attended Chuck Loring's workshop on February 17 at Hamburger University in Oak Brook. Back by popular demand, many attendees returned to hear Loring for the third time.

Sprinkling his presentation with current news, giving trends and legal issues, Loring inspired attendees to work with their organization's board to strengthen their fundraising efforts, increase their level of engagement, and maximize the use of their talents and knowledge.

The basic responsibilities of nonprofit boards are governance and strategic planning (not programs, which staff delivers). Responsibilities from BoardSource include:

1. Determine the organization's mission and purpose.
2. Select the chief executive.
3. Support the chief executive and review his or her performance.
4. Ensure effective organization planning.
5. Ensure adequate resources.
6. Manage resources effectively.
7. Determine, monitor and strengthen the organization's programs and services.
8. Enhance the organization's public standing through outreach and advocacy.
9. Ensure legal and ethical integrity and maintain accountability.
10. Recruit (year round) and orient new board members and assess board performance.

Nonprofits are still facing the unpredictability of a tough economy, so having the support of an effective board is more important than ever. Empowering board members to

serve as ambassadors sets organizations up for fundraising success and, at the same time, raises awareness for the nonprofit's mission and programs.

Fundraising should be a serious board commitment not only by implementing fundraising strategies through personal influence, but also by making an annual "stretch" gift to the organization according to personal means. The board must role model giving behavior for other prospects and donors to follow.

Fundraising is about building and maintaining relationships—it's a marathon, not a sprint. Good fundraising meets the needs of the donor first and the needs of the organization second.

Building a team of empowered and informed board members allows organizations to thrive in the midst of uncertainty and position themselves to succeed when good times return.

Loring closed with one of his favorite, inspirational quotes:

**"Fundraising is the gentle art of teaching the joy of giving."**

– Henry Rosso

The workshop was sponsored by:



*Chuck V. Loring, CFRE, MBA, is a senior governance consultant for BoardSource. He provides nonprofit governance consulting and training to clients and has a particular expertise in the board's role in fundraising. Chuck is also the senior partner of the Fort Lauderdale and Indianapolis-based firm of Loring, Sternberg & Associates, which provides fundraising and governance consulting services to nonprofits.*

## Scholarship Program Update

We want to give YOU money!

Actually, WSPN wants to give you educational opportunities. In addition to our fantastic monthly programs, the WSPN Scholarship Program provides funds to WSPN members to attend conferences, seminars, workshops or training activities that would enhance fundraising skills. Previous recipients have attended AFP conferences, college courses towards CFRE credits, etc.

A typical award ranges from \$25 to \$750. The individual applying or their organization is required to pay at least 20 percent of the total cost. Multiple staff members from the same organization along with their board and committee members may apply to attend a training together.

Preference is given to those who have not previously received scholarship funds, and to WSPN-member organizations that have limited funds designated for development staff to attend conferences or training programs. We would love to see more WSPN members take advantage of this scholarship opportunity!

Please plan ahead and apply early so that your scholarship application can be processed and reviewed at a regularly scheduled WSPN board meeting.

Application forms are available under the Scholarship tab at [www.wspnonline.org](http://www.wspnonline.org). Should you have any questions, please contact Lori Richardson, WSPN secretary, at (630) 854-5500 or [lori.jd.richardson@gmail.com](mailto:lori.jd.richardson@gmail.com).

## Member News



**Lori Halligan**, executive director of Hinsdale Humane Society, has achieved the highest level professional designation for animal welfare professionals: Certified Animal Welfare Administrator (CAWA). This designation acknowledges excellence and the accomplishments of nonprofit and municipal executives.

The professional certification program distinguishes top-level executives and managers working in nonprofit and municipal agencies for their knowledge, experience and expertise. Internationally, there currently are only 76 professionals who have achieved this designation.



In December, **Lora Vitek** joined Delta Dental of Illinois Foundation in Naperville as the director of philanthropy and community relations. She is charged with springboarding the foundation to build programs and services, develop and implement a community grants program, and work on board recruitment.

Lora has more than 10 years of experience in the nonprofit sector from working at a consulting firm that assists nonprofits, to local social service, and then working at two national nonprofits. Delta Dental of Illinois Foundation is the charitable arm of Delta Dental of Illinois. For nearly 10 years, combined efforts have provided more than \$2 million to programs and organizations, which supports their mission: To improve the oral health of underserved residents of Illinois.



Pratapas Associates, LLC is celebrating 10 years of service as a fundraising consulting firm to nonprofit agencies. Since 2002, Pratapas Associates has worked with numerous agencies at the community, state and national levels. The firm specializes in capital and endowment campaigns, board and volunteer leadership development, capacity building and strategic planning, major gift programs, executive search and interim leadership, and special event marketing and execution.

**Steven Pratapas**, president, launched his consulting firm after 27 years of success in executive leadership roles with the Greater Illinois Chapter-National Multiple Sclerosis Society, and Boys and Girls Clubs of Chicago.

*We'd like to hear about your job changes, promotions, professional development, awards, honors, special anniversaries, fundraising successes and any other news of interest (marriages and babies, too). Please email your news and photos to Jill McWilliams, VIEWPOINT editor, at [jillm@elmhurst.edu](mailto:jillm@elmhurst.edu).*

**Pratapas Associates, LLC**  
Practical Solutions for Today's Not-For-Profit

- Capital & Endowment Campaigns
- Board & Volunteer Leadership Development
- Capacity Building & Strategic Planning
- Executive Search & Interim Leadership

---

**Steven Pratapas** (630) 848-9188 office  
President [steve@pratapas.com](mailto:steve@pratapas.com)  
[www.pratapas.com](http://www.pratapas.com)

## Resource Round-up

### Fundsnet Services

.com

A fundraising and grants directory is provided at no cost. Since 1996 Fundsnet Services has provided resources information about grants, fundraising, philanthropy, foundations and 501(c)(3) nonprofit organizations to those in need of funding and research for their philanthropic efforts and missions. Visit [www.fundsnet.com](http://www.fundsnet.com).

### FoundationSource Access

Foundation Source Access is an online community where nonprofits and private foundations come together to advance their shared philanthropic goals. Nonprofits join Access to gain greater visibility among family and private foundations that are often difficult to reach. Private foundations use Access to learn about today's philanthropic issues and to search for nonprofits that work in the foundation's areas of interest.

Sign up for a free trial. Memberships start at \$25 per month. More than 1,000 foundations subscribe to Foundation Source Access. Visit [www.access.foundationsource.com](http://www.access.foundationsource.com).



#### YOU'RE INVITED 38TH ANNUAL LUNCHEON

**Date:** Thursday, June 28  
**Time:** 11:15 a.m. - 1:45 p.m.  
**Location:** Hyatt Regency  
51 E. Wacker Dr.

#### Registration for this event will open in Spring.

**About this event:** Donors Forum's Annual Luncheon is considered the region's premier networking and educational event for philanthropic and nonprofit organizations. It offers hundreds of grantmakers, nonprofit leaders, and consultants the opportunity to learn about critical issues facing the region, state, country, and sector.

For the first time, the Luncheon will be open not only to Donors Forum's Members, Partners, and Associate Members, but also to all nonprofits and philanthropic leaders. For more information, visit [www.donorsforum.org](http://www.donorsforum.org).

Working together we can  
**Make a Difference!**

- \* Raise more money
- \* Expand your base
- \* Plan a capital campaign
- \* Ask for major gifts
- \* Attract planned gifts

Sandy Macnab, Esq., CFRE  
Alexander Macnab & Co.  
900 N. Franklin Street, # 404, Chicago, 60610  
800-708-2060  
[GrowFund@aol.com](http://GrowFund@aol.com) • [www.AlexanderMacnab.com](http://www.AlexanderMacnab.com)

**Mousseau**  
CONSULTING GROUP

- Grant Writing
- Research
- Proven Increased Funding

Cathy Mousseau President  
630.674.4662 [cathymousseau@ameritech.net](mailto:cathymousseau@ameritech.net)

Joe Skvara, CFRE  
President  
Fundraising Consultant

**JS CONSULTING**  
Board Development, Feasibility Studies  
Major/Capital Gift Campaigns

708-996-1505  
[jskvara@jgnet.com](mailto:jskvara@jgnet.com)

Kay C. Kendall  
630.747.7173  
[kay@champagne-event.com](mailto:kay@champagne-event.com)  
[www.champagne-event.com](http://www.champagne-event.com)

**Champagne! INC**  
EVENT DESIGN WEDDING CONSULTING

**BC** Brad Carlson & Associates, Ltd.

Development Planning/Audit, Major Gifts  
Grant Writing, Annual Fund, Planned Giving  
Strategic Planning, Capital Campaigns  
Staff Coaching, Interim Director Service

CFRE, 23 Years of Experience

[bcfundraiser@att.net](mailto:bcfundraiser@att.net) • [www.bcfundraiser.com](http://www.bcfundraiser.com)  
(708) 488-9775 (630) 697-7132

**Darfler Benefit Auctions & Consulting**

Bart Darfler  
630.548.4663

Dedicated to serving  
the fund raising goals of  
non-profit organizations  
since 1990

[www.BestBenefitAuctioneer.org](http://www.BestBenefitAuctioneer.org)



# Save These Dates . . .

## West Suburban Philanthropic Network 2012 Programs

Please save these dates . . . and join us for the exciting events we have planned for 2012.

WSPN programs are free for WSPN members and \$25 for non-members. Programs are usually held on the third Thursday of each month. **Registration and refreshments begin at 8 a.m. and the program begins at 8:30 a.m.**

**Thursday, April 19**     **Topic:** Cultivating the Board for Fundraisers: Trends, Tensions and Tips  
**Speakers:** Joe McLennan, managing partner, McLennan and Partners, and La Sridhar, founder and president, ResearchSense  
**Location:** Marianjoy Rehabilitation Center, 26W171 Roosevelt Road, Wheaton, IL 60187



**Wednesday, May 23**     **10th Annual Awards Luncheon** at Abbington Distinctive Banquets in Glen Ellyn. See page 5 for the list of our honorees. Networking begins at 11 a.m., luncheon follows. Tickets are \$50 per person or \$500 for a table of 10, which includes a business card ad in the program.



**Thursday, June 7**     **Speed Networking Social Event**  
Enjoy wine, cheese and tantalizing appetizers by Belgio's Catering.  
**Time:** 4 to 6 p.m.  
**Location:** Mayslake Peabody Estate, 1717 W. 31st Street, Oak Brook, IL 60523

Great opportunity to get acquainted with others one-on-one at breakneck speed!  
Bring plenty of business cards and some thoughts or questions you'd like to share.  
This event is FREE to MEMBERS! NON-members cost is only \$10 per person.

**BARGAIN DEAL!** One night only . . . join WSPN at the Speed Networking event and your \$10 fee will go toward your \$40 membership fee. Payment must be made on-site that night.

RSVP required. Questions to Susan Mchabcheb, Easter Seals, Inc., at smchabcheb@easterseals.com or (312) 551-7155.

**Thursday, June 21**     **Topic:** Funder's Forum  
**Moderator:** Dave McGowan, executive director, DuPage Community Foundation; foundation panelists to be announced  
**Location:** DuPage County Historical Museum, 102 E. Wesley Street, Wheaton, IL 60187

**Thursday, Sept. 20**     **Topic:** Cultivating Major Gifts  
**Speaker:** Dan Nisbet, regional vice president, Community Counseling Services, Chicago  
**Location:** Mayslake Peabody Estate, 1717 W. 31st Street, Oak Brook, IL 60523

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