



On Target

AFP OTTAWA CHAPTER

Spring 2011

IN THIS ISSUE

1. Best Practices in our Community
2. Member Spotlight
2. Meet your Communications Chair
2. Upcoming Educational Sessions and Events
3. Ask Leah/ Demandez à Leah
4. How AFP Ottawa Serves You
5. News Briefs



On Target is an electronic publication of the Ottawa Chapter of the Association of Fundraising Professionals (AFP). It is distributed regularly throughout the year.

For information please contact:

Joanne Thurlbeck
Administrative Coordinator
 AFP, Ottawa Chapter
 6026 Vineyard Drive
 Ottawa, ON K1C 2M5

Tel: (613) 590-1412
 Fax: (613) 590-1413

Email:
jothurlbeck@rogers.com

Web:
www.afpottawa.ca

Best Practices in our Community: The Challenges of Fundraising for an International Organization

by Kelly Ducharme and Gerry Backs, MA, CFRE

Major humanitarian and natural disasters always hit the news, but that doesn't make fundraising for international causes an easy task; it has its own unique challenges. Calling on our more than 15 years of experience in this area, (Red Cross, CARE Canada and the UN Refugee Agency), we'd like to share some of our insights.

Emergency Fundraising:

Support for international work forms a small portion of Canadian giving—less than 1%. The public's attention rarely focuses on international humanitarian work until a natural disaster or humanitarian ("man made") emergency catches the media's attention. Media coverage directly affects the public response so such emergencies present an opportunity to attract new donors, but they also present operational challenges. Emergencies are always unplanned, but one has to continue with managing existing fundraising programs as well as finding the resources to cover the extra efforts surrounding an emergency appeal. Some international charities have formed coalitions to work together in these circumstances to help minimize costs and approach Canadians in a unified way.

Acquisition and Segmentation:

New donors that are acquired during an emergency appeal are often difficult to convert to regular donors, so they require extra resources to maintain as donors. Some are best segmented initially for "emergency only appeals" and after several emergency donations they are more likely to become regular donors. If you want to keep them it is important to treat them differently than donors acquired through other acquisition channels.

Online Fundraising:

Online channels are becoming increasingly important, especially in natural disaster responses, because it provides donors with an easy way to make a timely donation. Online appeals can be launched quickly and social media sites can be used to keep supporters up to date. It's also a cost-effective way to reach out to donors across the country with limited resources. The key to success is to be prepared before an emergency happens, with your donor contact lists and messaging already sketched out with just the details to fill in. International charities are most often located centrally, but we still need to reach donors across the country, often with limited resources or time for travel. The newer forms of communication, like video and web conferencing, are becoming more available and useful.

Getting that Donor Connection:

Connecting donors to your cause is a challenge for any fundraiser. This is even more of a challenge for international charities as the recipients are far away. You have to be creative in connecting donors with recipients and vice versa. Technology can play a very important part in this area as well, for example, an online chat with children at a school in Kenya can go a long way to encourage support from donors.

Continued on page 4...

Upcoming Educational Sessions and Events

Breakfast for Success

Sessions held at the Hampton Inn
Ottawa Conference center

**Wednesday
April 27, 2011**

9:00 – 11:00 AM EST

Superhero Six Pack for Success

Lorna Summers

AFP/CAGP Shared Session

Audio conferences

all begin at 1:00 unless otherwise noted
and are held at St. Paul University

**Wednesday
April 20, 2011**

Social Networking and Online Fundraising Success

Ted Hart, ACFRE

Thursday

May 19, 2011

Developing a Planned Giving Marketing Plan

Timothy Logan, ACFRE

Tuesday

June 21, 2011

3:00 PM EST

How to Raise More by Selling your Impact

Jason Saul, Author

Visit www.afpottawa.ca
and watch your email
in-box for more info!

Session details subject to change

Member Spotlight:

Vanessa Sherry

**Community Engagement and Public Relations Coordinator,
Canadian Breast Cancer Network**

by Kim Strydonck, CFRE

What is your role as Community Engagement and Public Relations Coordinator? I create fundraising events to cater to people in Ottawa and reinforce our presence, so we can be in a position to attract a critical mass of donors to improve the health and well-being of breast cancer survivors. Our Director of Development works on other fundraising strategies.

How did you get into fundraising? At McGill University, I was the volunteer publicity director for one of the theatres. One of our jobs was to secure donations. When I graduated I was recommended to do event fundraising at the McGill Cancer Centre. When the opportunity came up at the Canadian Breast Cancer I jumped at it.

Why did you join AFP? I joined on the suggestion of my boss. We're having success getting companies involved in our events, and we want to take the next step toward major sponsorships. I'm also interested in learning more about all areas of fundraising.

Since you started in fundraising what is the biggest lesson you've learned? When approaching donors or sponsors, don't minimize what you want.

Please tell your AFP colleagues something that they might not know about you. I'm originally from Montreal and have a background as an actor and opera singer. I still like to be involved in the arts in any way I can. And I'm getting married in 2012!



Vanessa Sherry

Meet Your Communications Chair

Gerry Backs, MA, CFRE

Director, Donor Development CARE Canada

by Kelly Ducharme

How did you get started in fundraising?

Like many fundraisers, I fell into it. I moved from Alberta to the Maritimes for personal reasons in 1989, and when there I took a counselor position at a storefront literacy organization. I saw that the biggest challenge they faced was consistent funding, so morphed into their first fundraiser. I soon realized that fundraising was my calling not just a job—I was hooked.



Gerry Backs, MA, CFRE

Why is involvement in AFP so important to you? I began my involvement with AFP, then the National Society of Fund Raising Executives (NSFRE), in the early 90's and I was one of only two members east of the Ontario border, at that time. I've been involved with AFP in five provinces, served as president in one branch and on the board in three others, as well as several AFP International committees. AFP is the single most important universal resource to the fundraising profession in Canada and I am thankful to be able to give a little bit back.

Tell us about your role and how you see it developing as the communications chair of AFP Ottawa? I want AFP Ottawa to reach out to both its members and to the fundraising community better. I know from personal experience how valuable the resources and networking opportunities at AFP are, and I want to share that.

Quote from Gerry: "Ask for advice, and you will get money... ask for money and you will get advice."

Spring has arrived and, with it, AFP Ottawa Fundraising Day!

May 3, 2011

REGISTER TODAY



Thank you to our major sponsors of the 2011 Fundraising day



Click here to see the full list of all sponsors!

“Ask Leah”

By Leah Eustace, CFRE



Leah Eustace, CFRE
President, AFP Ottawa

How do I find out how my direct marketing results compare to other charities?

This is a question that I get asked all the time. Fortunately, there are some great resources out there for determining sector benchmarks.

For direct mail, the go to source for benchmarks is the Cornerstone Group of Companies. They produce a number of reports, all of which are available at www.cstonecanada.com/publications/whitepapers. The bonus? These are Canadian results!

Interested in benchmarks for your online activity? Every March, the E-NonProfits Benchmarking Study is released www.e-benchmarksstudy.com. In it you'll find a wealth of information about email performance broken down by size of organization and type of email. You can find out about average gift size, number of monthly donors generated... the list goes on and on. Worth noting is that the same group that does this study also does a benchmarking report on mobile giving and social media.

Please send your fundraising questions to jothurlbeck@rogers.com, with the subject line “Ask Leah.”

« Demandez à Leah »

Par Leah Eustace, CFRE et Benoit Brunet

Comment puis-je comparer les résultats de mes efforts de marketing direct avec ceux des autres organismes de bienfaisance?

Voilà une question qu'on me demande souvent. Heureusement, il existe d'excellentes ressources afin d'évaluer les résultats obtenus auprès d'analyses comparables de ce secteur.

Dans le cas d'un publipostage, la ressource incontournable pour évaluer vos résultats est sans contredit le Cornerstone Group of Companies qui produit différents rapports tous offerts sur le site www.cstonecanada.com/publications/whitepapers. En plus, il s'agit de résultats canadiens!

À la recherche d'une analyse comparative de vos résultats en ligne ? Sachez qu'en mars de chaque année, l'étude E-NonProfits Benchmarking Study est publiée sur le site www.e-benchmarksstudy.com. Vous trouverez une foule de renseignements sur la performance obtenue à la suite d'envois par courriels. Ces résultats sont inscrits en fonction du type d'organisations et du type de courriels envoyés. Vous trouverez ainsi des données sur la valeur moyenne du don, le nombre de donateurs mensuels générés, et ainsi de suite. Il vaut la peine de souligner que le même groupe à l'origine de cette étude publie également un rapport d'analyse fort intéressant sur les dons faits par l'intermédiaire des téléphones intelligents et des médias sociaux.

Envoyez vos questions dites philanthropiques à jothurlbeck@rogers.com. Indiquez « Demandez à Leah » dans l'objet.

Le comité des communications de l'association des professionnelles en philanthropie section Ottawa est à la recherche d'une personne dite intéressée à donner un coup de main pour son site Internet et pour d'autres communications auprès de ses membres. Nous lançons l'invitation à nos collègues francophones, votre engagement est important.....! afpcommunications@hotmail.com

The AFP Resource Center: A value-added membership benefit

Oh-Oh! What to do?

It's happened to all of us.

You're asked to work on a project and you don't know where to begin. Or you want to take a program to the next level but are feeling a bit lost.

Who are you going to call? The AFP Resource Center!

Knowledgeable staff are available from 9 a.m. to 6 p.m. Eastern to provide information on topics ranging from endowments to the Internet to salaries. At The Resource Center you can access research assistance on fundraising issues and best practices. Requests for information can be submitted by phone, email or fax.

This service is FREE for AFP members and is available at a fee for non-members (future members).

Click here to check out more information.

Just another benefit of being a member!

**How AFP Ottawa Serves You
A Word from Your Chair of Ottawa Fundraising Day 2011**

by Alison Keys



Alison Keys

The 2011 Fundraising Day Committee has been working quietly behind the scenes for months to put together an excellent program for this year's event, scheduled for May 3rd at the Hampton Inn.

In deciding this year's theme, "The Evolution of Fundraising," we acknowledge that the Fundraising profession is rapidly evolving. While the tools we are using in our fundraising programs now are much more sophisticated than even a few short years ago, the fundamentals of fundraising remain the same: people helping people, compassion, and the shared desire to create a better world.

Educational sessions will cover everything from new trends like mobile giving, to integrating marketing efforts for maximum impact, to building capacity, and improving monthly giving programs. If you're new to fundraising and need a crash course to understand how it all works together, Fundraising 101 with our own Linda Eagen is for you.

You won't want to miss our morning plenary speaker, Ray Zahab, the extreme marathoner whose mission is to engage youth to reach beyond their perceived limits and use adventure as a medium to educate, inspire, and empower our global community to make positive change.

The entire day is designed to help you and your career keep up with the "evolution of fundraising." And we hope that you will take full advantage of the great resources and networking opportunities that await you.

On behalf of the 2011 AFP Ottawa Fundraising Committee, thank you for sharing your day with AFP Ottawa! **Register TODAY!** We look forward to meeting you there!

Alison Keys, President
Keys Direct Marketing & Communications
613-841-9850 ext 3030
alison@keysdirect.com

Best Practices in Our Community (Continued from page 1)

Seeing the Work in Action: Many international organizations make it a priority to take advantage of opportunities to experience the work that it does around the world. As fundraisers who have both had the opportunity to visit their organizations' field office we know first hand its profound impact. It is so important because fundraisers are the story tellers and one's own experiences will reflect the passion and commitment to your work when in discussions with donors. Unfortunately, the possibility of bringing the donor to see the organization's work first hand is just not possible. This is not only because of the resources involved, international work is more often than not carried out in areas where it is difficult enough to ensure the safety and security of professional staff, let alone visitors.

Every organization has its challenges and international development has many that are unique to the work. What motivates us is that the people served deserve our help. The real triumph is in finding ways to succeed and the way to do that is to look for opportunities where others only see barriers!

Interested in seeing an On Target article that features your charity? We'd like to hear about a fundraising practice that your charity successfully established. Contact us at jothurlbeck@rogers.com!



2011 Goal:

\$5,500

For questions or more information or to volunteer with the EMC committee, contact:

Jannine Atkinson
jatkinson@uottawa.ca

The **AFP Foundation for Philanthropy - Canada** is mandated to fundraise to support the mission, goals and strategic priorities of AFP right here in Canada. Through the provision of grants to Chapters, Members and non-Members, and supporting AFP initiatives, the Foundation is **Enhancing Ethical Practice, Building Satisfying Careers, and Strengthening the Sector & Society.**

News Briefs

LOCAL AND REGIONAL NEWS

● **TRANSFORMING CANADIAN PHILANTROPY** : We have set an ambitious goal this year and the Ottawa Chapter of AFP is proud to be a part of the Every Member Campaign (EMC). When the goal is reached, 25% of the funds raised through our chapter are awarded back to the region to advance campaign objectives. These funds are used to enhance our very own Fundraising Day and allow us to attract respected speakers and offer bursaries. By supporting the EMC, our members support the community we serve as well making an impact across Canada.

● **PLEASE GIVE TO THE EVERY MEMBER CAMPAIGN** today – it's easy to do [on-line](#) or add your donation when you renew your annual AFP membership. For questions or more information or to volunteer with the EMC committee, please contact [Jannine Atkinson](#).

● **ONE-ON-ONE ATTENTION:** Who couldn't use a seasoned sounding board for their fundraising ideas? AFP Ottawa's Mentorship Program currently has 11 active mentoring partnerships, and there is room for more. If you or a colleague could benefit from individual attention from one of Ottawa's senior fundraising professionals, your Mentorship Committee will be happy to facilitate a match. [Contact us](#) or download the application form off the [AFP Ottawa web site](#) today!

● **SPECIAL REQUEST TO MEMBERS:** Please help us to serve you better by updating your profile on AFP's online database. The more we know about you and your charity, the more we can provide programming that will meet your needs. [Please click here to get started](#) and sign in with your unique password and username. Scroll down to 'Member Profile Links' and choose 'Demographics.' Please note that the question about dollars raised refers to fundraising dollars. The question about operating budget refers to that of your entire organization or, if you're in a foundation then it refers to the organization that your foundation supports. The question about your expense budget refers to that of the fundraising program/foundation. If you have any questions, please email [Kim Strydonck](#), [Membership Chair](#), for assistance. Thank you.

● **GET INVOLVED!** The AFP Ottawa Communications Committee is looking for individuals who would be interested in helping out with the website and other member communications. Of particular interest is a committee member who would spearhead increased engagement with the Francophone community please [contact Gerry Backs](#)

[Continued on page 6](#)

JOIN THE CONVERSATION ONLINE:

Connect with your AFP Ottawa colleagues by joining AFP Ottawa Chapter's new group on LinkedIn. The group provides a forum for discussion and for posting links to articles of interest.

AFP Ottawa Chapter can also be found on Twitter and Facebook.

Parting Quote...

“Action is the foundational key to all success.”

Pablo Picasso

AFP Ottawa Community Relations & Communications Committee

Gary Backs, MA, CFRE
Kelly Ducharme
Ipshi Kamal
Kim Strydonck, CFRE
Benoit Brunet
Leah Eustace, CFRE

Click here for details on the
AFP Ottawa Chapter Board

- **AFP INTERNATIONAL:** AFP announced on March 23 that Andrew Watt will become president and chief executive officer of AFP

- **THE AFP INTERNATIONAL CONFERENCE** was held in Chicago from March 20th-22nd and was one of the biggest and best ever: over 4,200 delegates (including 300 Canadians) and 170 sessions to choose from. General session speakers were inspiring and included Queen Latifah, Blake Mycoskie and Bill Clinton. Handouts for all of the sessions can be downloaded from the conference website. You can also catch the highlights on twitter (there were more than 4,000 tweets during the conference!). Plan to attend next year's conference, when we welcome the world to Vancouver April 1-3, 2012!

PUBLIC POLICY & LEGISLATION

- **CRA RELEASES NEW ANTI-AVOIDANCE RULES AND INFORMATION ON DESIGNATED GIFTS:** The information clarifies the rules on gifts between charities and provides direction on how these types of gifts affect a charity's disbursement quota. Failure to comply with these rules can result in severe penalties, including the revocation of charitable status. Visit CRA for more information

- **NUMBER OF CANADIANS CONCERNED ABOUT CHARITY FRAUD UP CONSIDERABLY:** Canadians are generous donors, but two-thirds (65%) of them are worried about fraudulent charities, which is up considerably from a survey done in November 2009 (51%). These beliefs, coupled with the difficulty in recovering their lost donation, ultimately results in more than half of Canadians (53%) stating they are less likely to give to charities because of concerns about fraud. [Read More...](#)

CAREER ADVANCEMENT OPPORTUNITIES

- **ALL-CANADIAN MASTERS IN PHILANTHROPY TO BE BASED IN OTTAWA:** In several recent editions of this newsletter we've reported about an initiative of a task force to establish a Canadian Masters degree in Philanthropy. Good news! Ottawa's Carleton University is establishing an all-Canadian masters degree in nonprofit and philanthropic administration. Students will be able to choose a concentration in philanthropy, nonprofit management, or leadership in global civil society. Rooted in two years of research and consultation by a coalition of senior Canadian fundraising professionals, practitioners and academics working together under the banner of Canada Advancing Philanthropy, the first cohort is expected to enroll at Carleton in September 2012. [Click here for more info](#)

- **NONPROFIT STUDIES:** The Institute for Nonprofit Studies at Mount Royal University is the first in Canada to bring together education, training and research tailored to the nonprofit sector — and supports Canada's first undergraduate degree dedicated to the sector, the Bachelor of Applied Nonprofit Studies.

RESEARCH AND TRENDS

- **JUST RELEASED!** Imagine Canada and Volunteer Canada have released the new results of the Canada Survey of Giving, Volunteering and Participating conducted in 2007 by Statistics Canada. [Download the full report here.](#)