

In this issue

President's Message	2
Philanthropy Center News	3
Blasts from the Past	8
Call for Nominations	9
Scholarship Program Update ..	10
Member News	10
Resource Round-up	11
Save These Dates	12

Spotlight Feature

Wellness House	5
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WSPN Mission

To offer support to
development professionals
and advance philanthropy.

WSPN Celebrating 25th Anniversary and 10th Anniversary of the Annual Philanthropic Awards Luncheon

By Jill McWilliams, VIEWPOINT editor

In the spring of 1986, a small group of six to 10 fundraisers, some new to the field and others experienced, began meeting informally in the western suburbs at each other's work sites. They discussed many topics of interest to the philanthropic community and were willing to share information and resources.

By fall of 1986, those who were providing leadership began organizing into a more credible educational, networking entity, and they explored ways in which the group could meet the needs of fundraisers working in the western suburbs. The group's intent was to provide guidance, support, networking, training and education for its members along with high-quality programming; moreover, offer affordable membership dues.

In 1993, the Chicago Chapter of National Society of Fund Raising Executives (known today as Association of Fundraising Professionals) invited the West Suburban Network (WSN) to participate in a Special Interest Group as a pilot program, though a legally binding agreement was never signed. One of the first organizational meetings as a SIG was held in September 1993 at Elmhurst College where leadership discussed ways of enhancing the WSN, improving programming and increasing participation. The pilot program ended in 2002 and the WSN went back to its original independent structure.

By fall of 2002, the WSN leadership began discussions regarding formalizing bylaws and securing nonprofit status. In August 2003, the organization was incorporated as an

(continued on page 6)

Philanthropy: Beyond the Recession

By Cathy Mousseau

The 18th century economist, Adam Smith, once said, "No complaint . . . is more common than that of a scarcity of money." Those timeless words resonate today with development directors who face rising needs and increasing competition for decreasing resources.

To learn how local nonprofits and their donors are meeting the challenges imposed by a struggling economy, I recently interviewed three local philanthropic leaders:

Dave McGowan is president of the Wheaton-based DuPage Community Foundation (DCF), which is an endowed grant-making public charity created in 1986 to benefit those of DuPage County, primarily in the areas of arts and culture, education, environment, and health and human services.

Greg DiDomenico, vice president of Community Memorial Foundation (CMF) in Hinsdale, has been appointed to the position of president and CEO of CMF effective January 2012. Since 1995, CMF has been dedicated to measurably improving the health of individuals, families, nonprofit organizations, and communities in the western suburbs.



(continued on page 4)

WSPN Mission:

To offer support to development professionals and advance philanthropy.

WSPN core services:

education, networking, and advocacy

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We invite your membership:

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

WSPN Membership

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(continued on page 3)

President's Message

My most recent read is Steve Jobs biography. Interesting that I bring this into context as Steve Jobs wasn't known as a philanthropist or as having an understanding of the nonprofit sector. He believed his contribution to the world was creating Apple products and advancing technology. Who can argue? I would assume the majority of us development professionals have utilized one or more of his products for our jobs and perhaps for entertainment during a workout.



One of Steve Jobs' most memorable moments was his 2005 Stanford commencement address. He concluded his speech with:

"Stay hungry. Stay foolish."

How can we as development professionals apply his advice to our careers and work within our organizations?

Stay hungry: continue to want something new

For our nonprofits and our work to stay relevant, we must continually seek to be creative and expand our thinking to make changes in our organizations. From marketing, to fundraising, to program development, remember not to settle with what has been comfortable or simply done before. In our careers, it's great advice to take a leap into that next challenge or position in your current role or with another organization.

As a member of WSPN, you can apply this by attending a program or choosing to be a mentor or protégé. You could either impart this challenge to up-and-comers or rejuvenate your career by learning something new from a more experienced fundraiser. Have you thought about serving on the WSPN board or as a committee chair?

Stay foolish: keep an open mind; be open to new concepts, you don't know everything

Technology keeps us on our toes. There is always a new device or program to learn. There are and always will be new ways to apply fundraising and marketing techniques and processes. We need to be open to accepting change and embracing new and different ways to accomplish our goals whether or not they are comfortable. As a member of WSPN, you can network with other members to build a support system to bounce off ideas and share experiences.

As 2011 comes to a close and the New Year begins, we hope you, as a WSPN member, will **"Stay hungry. Stay foolish."** and make a difference in philanthropy and in the organizations WSPN serves.

As we share WSPN's history and honor the founders who took a leap to create this premier organization, thanks for celebrating with us on WSPN's 25th anniversary.

Sincerely,

A handwritten signature in black ink that reads "Lora A. Vitek". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Lora Vitek, MBA, MMNA

Philanthropy Center News

Tapping the Power of Crowds

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

Have you heard of *crowdfunding*? If not, you may be missing an opportunity. Described as a way to secure support and donations from groups of people online, this phenomenon is one that nonprofits should be watching. Entrepreneurs, politicians, and film producers are already harnessing the power of online social networking tools to obtain support and funding for their projects.

The venues for crowdsourcing and crowdfunding are diverse. Some, like Crowdrise (www.crowdrise.com) or Causes (www.causes.com), are designed to receive donations online. Another site, Sparked (www.sparked.com), offers an online form for volunteering that allows people to lend their professional skills whenever and wherever they have time. Tasks like research, graphic design and copywriting are all accomplished with bite-sized commitments of volunteer time. Just think of the possibilities.

To ease you into this concept, take a look at the following resources. All are available online or in the Philanthropy Center collection of the College of DuPage Library.



1. Wondering what sites nonprofits are using to obtain funding? Check out the article from Ruth McCambridge in *The Nonprofit Quarterly*, "13 Crowdfunding Sites for Social Enterprise." Her annotated list of sources is a great starting point.
2. Ready to start your own crowdsourcing campaign? Pick up Aliza Sherman's 2011 book, *The Complete Idiot's Guide to Crowdsourcing*.
3. Jeff Howe first coined the term *crowdsourcing* in his 2006 *Wired* article. For a detailed look at the concept, see his later book, *Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business*.
4. Widen your knowledge of crowdfunding with *The Crowdfund Revolution: Social Networking Meets Venture Financing* by Kevin Lawton and Dan Maron.
5. A quick read on the topic by Elizabeth Barrette can be found online in the Fall 2011 issue of *Communities*. See *Crowdfunding: A Communal Business Model*.

Remember, 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. ●

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West Suburban
 **Philanthropic
Network**

Editor's Note

Dear VIEWPOINT readers:

Thank you for taking the time to read VIEWPOINT, and thanks for celebrating with us WSPN's 25th anniversary. We also look forward to celebrating the 10th anniversary of the Annual Philanthropy Awards Luncheon on May 23, and we hope you'll join us there.

WSPN provides so many wonderful benefits to its members, so please be sure to invite a friend or co-worker to join.

It is truly an honor to be a member of WSPN and to work alongside our other dedicated board and committee members. Please consider joining our team by taking an active role in WSPN.

Sincerely,



Jill McWilliams

Advertising in VIEWPOINT

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

- \$190 for four issues,
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- \$ 60 for a single ad,
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Please consider our advertisers when seeking services. Their ad fees help with the production costs of our award-winning publication.

Philanthropy: Beyond the Recession

(continued from page 1)

Esther Hicks is director of community investment of United Way of DuPage/West Cook (UWDWC), which is a public charity focused on connecting families in communities of greatest need to the building blocks of independence and economic stability: income, education and health.

**"If we want to make a difference we cannot do it alone . . .
We need to strategize on how we can partner together to meet
the ever changing needs of our communities.**

**Fundraisers who get this are developing stronger partnerships
and creating a culture of philanthropy in their organization . . .
in which fundraising becomes everyone's business."**

— Greg DiDomenico

How have institutional donors changed their asset management strategies given the volatile economic conditions of the past three years? Quick answer: they haven't.

To manage their endowments, DCF and CMF implement long-term asset management strategies that provide consistency and stability despite day-to-day market fluctuations.

While the recession did not alter portfolio management strategies, it did affect short-term philanthropic giving by some institutional donors.

In response to rising "crisis" needs, UWDWC increased its support of programs that keep families safe and secure. Likewise, DCF increased its 2009 grant budget to the maximum within its spending policy and solicited the community in a Community Crisis Challenge. On a similar note, DiDomenico reports, "Philosophically, Community Memorial Foundation believes that maintaining or giving more in a down economy is being responsive" to partner needs.

How are government budget cuts affecting the future of charitable organizations?

Our local philanthropic leaders believe funding cuts will force market efficiencies. McGowan notes that organizations that rely heavily on government support may not survive. However, most nonprofits will learn to collaborate more often, consolidate, eliminate or reduce program offerings, and improve funding diversification. DiDomenico notes, "While philanthropy cannot fill the widening gap left from government budget cuts, the sector can play a significant role in building stronger private and public partnerships and encouraging organizations to collaborate in order to be more efficient."

All three funding organizations are active on the DuPage Funders' Collaboration, which facilitates dialogue among local funders and has resulted in the creation of a comprehensive local needs assessment to inform funders, providers and the public of changing needs in our communities.

How is the nonprofit sector reacting to the shift reported in recent newspapers of the movement of poverty from Chicago to the suburbs?

"Because suburban poverty is both newer and more spread out than city poverty, it requires somewhat different interventions and has less historical government funding to support these programs," Hicks states. CMF, DCF and UWDWC are tackling suburban poverty by supporting initiatives that create a suburban safety net. For example, CMF supports agencies that provide primary healthcare access to those who are uninsured and underinsured.

In response to rising poverty, DCF has witnessed an increase in case management "within and among" nonprofits in DuPage. McGowan demonstrates this with the example of Loaves and Fishes in Naperville, which provides space for Volunteer Income Tax Assistance, job counseling from the Community Career Center, emotional support through Samaritan Interfaith, and English tutoring via Literacy DuPage.

How have the priorities and behaviors of donors changed in uncertain economic times?

McGowan reports that some donors in early retirement prefer estate planning gifts to annual giving due to their expectations of living longer and the uncertainty of future earnings from retirement assets. However, some donors are motivated to make new contributions when they witness the escalating needs in their local communities.

What will philanthropy look like in the future?

Donors will continue to take an interest in measurable results and efficient organizations. Hicks notes, “[United Way] donors like to see the *impact* of our work, not just hear about the need and the numbers of people served . . . We have definitely seen an increased focus on the results, effectiveness and efficiency of our work.”

Due to scarcity of resources, donors will focus on organizations engaged in collaborations and best practices. While reporting will continue to play an important role, McGowan says rather than receiving a “major tome at the end of the [grant] cycle,” donors will appreciate less formal and more frequent progress reports such as “a few well-crafted emails or timely calls.”

How do development directors create special events that engage donors?

DiDomenico recommends, “Giving should not be treated like a transaction, but rather an investment in an organization’s mission.” Hicks notes, “Philanthropists are most interested in events that have a strong connection to the work an agency is performing and the impact of their philanthropy.” UWDWC has enjoyed success in pulling together leadership donors and board members at events where they “accomplish something together,” like working in a food pantry. “Seeing the work we do really supports the fact that your best volunteers and board members are often your greatest advocates and donors,” Hicks says. Nevertheless, McGowan cautions nonprofits to be aware of “donor fatigue” that occurs when donors are invited to many events. When planning events, he recommends nonprofits consider shorter programs where donors feel appreciated.

To help prepare development directors for fundraising challenges of the future, DiDomenico recommends, “If we want to make a difference we cannot do it alone . . . We need to strategize on how we can partner together to meet the ever changing needs of our communities. Fundraisers who get this are developing stronger partnerships and creating a culture of philanthropy in their organization . . . in which fundraising becomes everyone’s business.”



Cathy Mousseau is president of Mousseau Consulting Group LLC, which specializes in grant writing and research for nonprofits. She is a former WSPN board member and a graduate of the University of Chicago Booth School of Business. Cathy may be reached at cathymousseau@ameritech.net. ●

Spotlight

Featuring a WSPN Member Organization

Empowerment at Wellness House

Wellness House is a community-based organization that offers resources and support for people living with cancer and their families. Offered at no cost and as a complement to medical treatment, their programs educate, support and empower participants so they will improve their physical and emotional well-being.



Programs are professionally designed and facilitated to complement traditional medical treatment in an effort to help people live their fullest through and beyond a cancer diagnosis. Recognizing that cancer affects the entire family, participants can choose from programs such as nutrition classes, stress reduction, exercise classes, individual counseling, support groups and bereavement.

Wellness House also offers individual networking groups that give people an opportunity to meet with others experiencing the same type of cancer and their caregivers. For example, Wellness House offers the following groups: brain tumor, breast, leukemia/lymphoma, carcinoid, lung, pancreatic, ovarian, and multiple myeloma cancer. There are also a variety of programs which focus on children, teens and parents experiencing cancer in the family.

Even when cancer patients have an established support network and are content with their medical treatment, Wellness House programs can lead to:

- a greater understanding of cancer, its treatment and side effects and choices they may have
- a reduced sense of isolation, fear, anxiety and stress
- a greater sense of control
- improved communication within the support network and family
- a positive outlook
- an extended support network

Because there are no fees for service, Wellness House relies almost entirely on the generosity of individuals and corporations for financial support. In addition to donations, foundation grants and funds generated from an annual black-tie gala and walk, Wellness House receives all proceeds from The Courtyard, an upscale consignment and donation shop located in downtown Hinsdale.

Wellness House is located at 131 N. County Line Road, Hinsdale, Ill. For information about participating in Wellness House programs or making a donation to honor a loved one, please call (630) 323-5150 or visit www.wellnesshouse.org. ●

WSPN Celebrating 25th

(continued from page 1)

independent organization, given 501(c)(3) status (a nonprofit entity with tax-exempt status) and guidelines for operation. In addition, the legal name of the West Suburban Network was changed to the West Suburban Philanthropic Network. After WSPN's incorporation, the chair title was changed to president.

Through the next several years, the organization consulted with the county government to help start Giving DuPage, interacted with the Donor's Forum and College of DuPage (COD) to establish a satellite Philanthropy Center at COD's library, worked with several groups to create The Academy for Non-Profit Excellence (now defunct) at COD, launched the annual awards luncheon in 2002, encouraged members to participate in peer mentoring, began publishing a quarterly newsletter, and provided scholarships to its members.

Meet the founders and members who helped shape WSPN



At the time discussions began about starting the West Suburban Network, **Joe Skvara**, currently president of JS Consulting, had finished a six-year stint as a senior fundraising consultant with Campbell & Company in Chicago and was just beginning his 19-year career with Marianjoy Rehabilitation Hospital.

Skvara says his primary goal was to help development and executive directors from small- and medium-sized nonprofits understand and become more involved with the west suburban philanthropic process. During his time of involvement, he served as chair, membership chair and programs co-chair. For Skvara, one of the most significant accomplishments was seeing Rob Taylor's idea of the annual awards luncheon come to fruition. In 2003, Skvara received the WSPN Distinguished Service Award.

Skvara says, "I am very pleased that WSPN has remained a true, vibrant organization to teach people about the value of philanthropy."



In early 1986, **Val Ensalaco** was director of corporate and foundation development at Illinois Benedictine College (now Benedictine University) and also executive director of the President's Advisory Council. Through her professional networks, she was directed to the group and was actively involved in the founding of WSPN and shared responsibilities with the rest of the leadership team.

Ensalaco prepared the mission statement and bylaws, which an attorney used to prepare the articles of incorporation that led to the organization's current name and 501(c)(3) status. She served as secretary and chair, developed programming, hosted meetings, participated as a presenter and served as a mentor. In fall of 1997, she started WSPN's award-winning, quarterly newsletter, *VIEWPOINT*, and served on the board as editor for 14 years. In 2004, she received the WSPN Distinguished Service Award.

Ensalaco says, "Many individuals and groups have influenced the growth and sophistication of WSPN. Advancing the mission and growth of WSPN would not have been possible without the entire leadership committee—and later the officers and directors—sharing responsibilities. It takes a cohesive team to make things happen, and I've been privileged to serve among them."

Ensalaco, an award-winning writer and the 2005 and 2010 Illinois Communicator of Achievement, has recently retired from fundraising and completed her terms as an officer of the National Federation of Press Women and the Illinois Woman's Press Association. She is an independent writer, taking on small, temporary projects.



Ken Bartels, currently senior vice president/director of Community Bank of Elmhurst, and principal of Ken Bartels Consulting; was in his fifth year of a 28-plus-year career at Elmhurst College during a comprehensive campaign when conversations began among the suburban fundraising professionals. Each person felt that attending a group in Chicago became a full-day commitment at times, and many participants of these groups felt they did not receive the full value of their hefty membership dues.

Bartels felt strongly that advancement professionals in the western suburbs should have their own organization and networking opportunities. As the group matured, Bartels served on several committees, developed programming and presented many times. In 2005, Bartels received the WSPN Distinguished Service Award. Since that time, he has emceed the awards luncheon several times and continues to provide support, advice and encouragement to the current board.

Bartels says, "Like all start-up organizations, over time, there are periods when you wonder about its future. WSPN's growth and staying power sustains its founding premise. There was a need and WSPN filled it. I am very proud of what WSPN has become and am pleased to still be involved."



Tom Zuba, currently an author, grief guide and inspirational speaker; was working for his late wife, Patricia Brennan Zuba, who owned Bish Communications, which specialized in public relations, marketing and fundraising, when he became involved with the group in 1993.

At the first meeting as a SIG at Elmhurst College, Zuba volunteered to create a mailing list, which led to sending out meeting notices, which led to securing program speakers, which led to serving as the organization's first formal chair. Prior to Zuba taking the

helm, the leadership took turns and shared responsibilities. Zuba reflects that the strength of WSPN was offering quality programs with a variety of speakers and providing networking and idea-sharing opportunities.

Zuba says, "I am in awe of the fact that the group is still alive and well and continues to meet a need in its current form. I have wonderful memories of the incredibly talented people I worked with and became friends with as we labored to birth the organization. My life has taken me in a different direction, and I am no longer in the field, so it is wonderful to reconnect in celebration of 25 years." To learn more about Zuba, please visit TomZuba.com.



Rob Taylor, currently founder of the Marlin Group of New York, was heading a fundraising program for Evangelical Health Systems (now Advocate Health Care), when Joe Skvara asked him to join the leadership team as program chair in the late '90s.

After several years on the committee and after a heart transplant, Taylor served as chair/president and, in 2002, was instrumental in starting the Annual Philanthropic Awards Luncheon, which recognizes individuals, businesses, foundations, and organizations that enhance philanthropy in the western suburbs. Funds from the

luncheon helped support programming, scholarships and the newsletter. In 2007, Taylor received the WSPN Distinguished Service Award.

Taylor says, "Many people helped WSPN flourish, working very hard and demonstrating tremendous passion as they sought to promote philanthropy, professional development, volunteerism and a giving spirit in our communities. I am very proud to have been a part of these efforts."

WSPN today

In 1986, many development offices did not even have computers. Today, with technological advances, WSPN continues to evolve as a premier organization, yet it has kept its longstanding tradition of providing guidance, networking opportunities and education to fundraising professionals serving nonprofit organizations throughout the surrounding areas of Chicago. Board meetings and monthly programs are still hosted by various member organizations which allow members to become more closely acquainted with other nonprofits.

The volunteer-led board has made enhancements to WSPN's mission statement, bylaws and logo; conducted strategic planning retreats; revamped programmatic elements of the annual awards luncheon; created a new, user-friendly website incorporating eBlasts, online membership, scholarship applications and registration opportunities; incorporated member surveys; and created a LinkedIn group. WSPN currently serves about 220 members.

Thanks and appreciation are due to those visionaries who moved the organization from its modest beginnings—when a desk-drawer treasury was used for postage and meeting expenses—to opening a bank account, electing officers (including a treasurer) and, in the tradition of excellence established in those early years, WSPN continues to be a vital resource to the greater philanthropic community. The founding members express their gratitude to the membership who, over 25 years, have contributed to the longevity and success of WSPN and have brought honor to the fundraising profession.

The mission of WSPN is to offer support to development professionals and advance philanthropy. ●

Steering Committee Chairs, West Suburban Network (WSN)

1993-94	Tom Zuba
1994-95	Tom Zuba
1995-96	Tom Zuba
1996-97	Tom Zuba
1997-98	Joe Skvara
1998-99	Joe Skvara
1999-2000	Kathy Wohlhuter
2000-01	Val Ensalcaco
2001-02	Val Ensalcaco
2002-03	Rob Taylor

Presidents, West Suburban Philanthropic Network (WSPN)

2003-04	Rob Taylor
2004-05	Martha Schiedler
2005-06	Michele Ambroz
2006-07	Stephanie Walsh
2007-08	Stephanie Walsh
2008-09	Brad Warren
2009-10	Brad Warren
2010-11	Lora Vitek
2011-12	Lora Vitek

VIEWPOINT
Designed and Printed
by



elk grove graphics

*Annual Reports • Invites
Programs • Newsletters*

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Blasts from the Past

By Jill McWilliams, VIEWPOINT editor

Successful Appeals: The Tried and True and What is New

On September 15, Don Hoff, vice president of sales and marketing of American Slide Chart/Perrygraf in Carol Stream; Susan Mennenga, MPA, CFRE, executive director of Provena Mercy Medical Center Foundation in Aurora; and Susan Rescigno, president of Rescigno's Marketing Connections in Bridgeview, presented at Villa St. Benedict in Lisle. Tim Traynor, development director of NAMI DuPage, served as moderator.



Tim Traynor, Susan Rescigno, Don Hoff and Susan Mennenga

Here are some of their tips to increase your annual fund donations:

1. Direct mail campaigns should be included in your organizations' annual development plan.
2. Be sure to customize and segment the direct mail piece to ensure effectiveness.
3. Tell a story. Donors want to know how your organization is serving others, so give them an example.
4. Send three mailings per year until they donate. Once they donate do not ask them again until the following year.
5. Send a thank you letter within a week.
6. Always ask for a specific gift.
7. Personalize your letters with data, text, compelling photographs and graphics.
8. Personalize your response device to increase accuracy when entering gifts into your database.
9. Use a stamp, not an indicia or meter on your envelope.
10. Always include a courtesy reply envelope.
11. Use a P.S. to repeat the most important message of the letter.
12. Analyze your mailings.

Going beyond direct mail:

- Test a variety of communication methods, such as, direct response, email and social media options.
- Integrate three-dimensional formats to stand out from the clutter, grab attention and provide better recall rates.
- Incorporate QR codes (Quick Response) or landing pages as a way for tech-savvy recipients to respond to or get more information.

WSPN/DAVA Collaborative Program: Training Leadership Volunteers to Ask for Donations

On October 26, WSPN and DuPage Association of Volunteer Administration (DAVA) joined forces to offer a half-day program to about 80 participants at Giant Steps in Lisle.



Left to right: Michael Trench, Tom Beerntsen, Becky Beilfuss, Jim Elliott, Linda Dean and Shauna Berman

Panelists included Tom Beerntsen, executive vice president of Association Development, Heritage Group YMCA in Naperville; Becky Beilfuss, executive director of Teen Parent Connection in Glen Ellyn; Shauna Berman, manager of resident and volunteer services of DuPage Convalescent Center in Wheaton; Linda Dean, director of volunteerism of YMCA of Metropolitan Chicago; and Jim Elliott, founder/president of Diveheart Foundation in Downers Grove. Michael Trench, executive director of Will County Community Foundation in Joliet, served as moderator.

Volunteers are the backbone of most organizations. A passionate volunteer who understands an organization's mission and vision and tells a great story, whether learned or from personal experience (stories stick; facts fade), is many times more powerful and impressive than any staff member's efforts.

For volunteers to "make the ask," they must be given the tools and support they need to be successful. They should have regular updates about current needs, projects, celebrations and goals. A trained volunteer will be a successful ambassador and inspire others to give.



Left to right: La Sridhar, Mary Beth Kraft, Courtney Simek, and Shauna Berman role played a gift ask.

The goal of Teen Parent Connection's role play was to demonstrate a volunteer-to-volunteer ask as well as the necessary collaboration between the volunteer coordinator (Simek), the manager of development (Kraft) and a board member (Sridhar).

(continued on page 9)

West Suburban Philanthropic Network's 2012 Philanthropy Awards Call for Nominations

WSPN calls for nominations in eight major philanthropic categories for its **Tenth Annual Philanthropy Awards Luncheon** at 11 a.m. on Wednesday, May 23 at Abbington Distinctive Banquets in Glen Ellyn. The purpose of the awards program is to recognize and celebrate those individuals, businesses, foundations and organizations that provide so much to sustain and enhance the rich philanthropic environment that is fundamental to the quality of life in the western suburbs.

Categories consist of:

- *Philanthropist of the Year* - presented to an individual who has demonstrated an exemplary model through financial support on behalf of charities in the western suburbs.
- *Philanthropic Leadership Award* - presented to an individual who has provided extraordinary leadership and action that has significantly impacted the philanthropic process of several local charities and the broader philanthropic culture within the western suburbs.
- *Humanitarian of the Year* - presented to an individual who has demonstrated an extraordinary humanitarian effort in making a major impact on the quality of life in the western suburbs.
- *Corporate/Foundation Philanthropic Award* - presented to an organization that has demonstrated an unusual commitment to the western suburbs through financial support, leadership and volunteerism.
- *Nonprofit Executive of the Year* - presented to a senior-level nonprofit executive who has demonstrated exceptional leadership in advancing the mission and services of his or her organization for the benefit of residents in the western suburbs.
- *Professional Grant Maker of the Year* - presented to a corporate or foundation philanthropic officer who has represented the donor organization with professional leadership while providing exceptional assistance to the west suburban nonprofit community.
- *Nonprofit Volunteer of the Year Award* - presented to an individual who has taken a leadership role in advancing the philanthropic programs of the local charity with which the individual serves as a volunteer.
- *WSPN Distinguished Service Award* - presented to a WSPN member whose efforts have helped to significantly advance the mission of WSPN.

The deadline for submitting nominations is 5 p.m. Friday, February 3. All nominations must be written in the form of a nomination letter (no more than two pages) and submitted to Courtney Simek, Group Services Supervisor, Teen Parent Connection, 739 Roosevelt Road, Bldg 8, Ste. 100, Glen Ellyn, IL 60137.

Nomination letters should include the following:

- A detailed list of the nominee's philanthropic accomplishments in the western suburbs.
- Biographical information including the nominee's address, phone, fax, email, and relevant professional experience.
- If selected, a headshot of the nominee will be requested for publicity purposes.

(Corporate/Foundation Philanthropic awardees will be asked to submit a logo.)

Awardees and their nominators will be notified in February. Recognition of honorees will occur at WSPN's Tenth Annual Philanthropy Awards Luncheon on Wednesday, May 23. The event averages about 300 attendees annually.

Reservations will be accepted in early February. 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 contact Courtney Simek at courtneys@teenparentconnection.org.

There are about 5,500 charitable organizations serving the western suburbs ranging from large educational and healthcare institutions to environmental groups, human service agencies, museum and theatrical groups. The WSPN Philanthropy Awards Luncheon seeks to recognize those individuals who provide the resources, both human and financial, that fuel these vital programs and services. For more information about WSPN, please visit www.wspnonline.org. ●

Blasts from the Past

(continued from page 8)

Developing your Personal Brand

On November 17, Mark James, president of Mark James & Associates in Naperville, presented at the Forest Preserve District of DuPage County in Wheaton.



Here are his top takeaways:

- Your personal brand can be described as: What people say about you when you're not there.
- A brand should accurately describe what customers will experience when they engage with oneself personally or with the organization.
- There are five building blocks to your personal brand:
 1. core values: the DNA upon which you build and maintain your personal brand
 2. vision: what you will achieve through living your values
 3. character: determined by your own winning attitudes, beliefs and commitments
 4. behavior: also determined by your attitudes, beliefs and commitments
 5. positive self-esteem: results in self-confidence without arrogance, humility without weakness, a sense of humor and acting with integrity
- The branding path for an organization also starts with identifying its values and vision. From there, all stakeholders must understand and share these values and vision.
- Frequent communication, learning and recognition are the tools to use to achieve understanding, sharing and commitment to values and vision.

As a tool to use in building the right personal brand, Mark James suggests reading Dr. Ron Jenson's "Achieving Authentic Success." In eloquent but simple terms, it describes 10 life principles that form the foundation for good character and behavior. ●

Scholarship Program Update

The WSPN board is pleased to have awarded funds through WSPN's Scholarship Program to two WSPN members.

Rosemary Sajak, director of Institutional Advancement for DuPage Children's Museum, attended the Association of Fundraising Professionals' International Conference held in March in Chicago.

Christina Salerno, executive director of Salt Creek Ballet, attended the 2011 Dance/USA National Conference, where she participated in a management workshop track that focused on fundraising and development specific to the performing arts.

If you are a WSPN member and your organization does not have sufficient funds to send you to a conference, workshop or training activity to enhance your fundraising skills, please submit a scholarship application found at www.wspnonline.org. Questions? Please contact Lori Richardson, WSPN secretary, at lori.jd.richardson@gmail.com.

ATTENTION MEMBERS:

Have you changed jobs?

Please log into the website to update your contact information.

Member News



Ann E. Spehar was appointed part-time executive director to Naperville Education Foundation, which provides financial support to programs that enrich and enhance the educational experience of Naperville District 203 students. Established in 1992, NEF's mission is "to encourage creativity, innovation and excellence in our students."

Spehar's development experience includes event planning, grant writing, community outreach and cultivation of new revenue sources. She recently served as director of development for Breaking Free in Aurora and as the national vice president of development for Depression and Support Alliance in Chicago. From 1990 to 1999, Spehar served as executive director and then vice president of Association Management Systems in Naperville.



In July, Mary J. Miller joined Northern Kane Educational Corp. as development associate. Northern Kane is the founder of Cambridge Lakes Learning Center in Pingree Grove, Ill, which includes Cambridge Lakes Preschool, K-12 Cambridge Lakes Charter School, Cambridge Academy for blended-virtual learning, School's Out® after school and summer program, and the future Cambridge Adult Academy.

In this newly created part-time position, Miller is responsible for developing narratives and documentation to serve as the basis of grant applications; writing funding proposals; assisting with the development of an annual grants plan targeting corporate, foundation, and government funding; and leading professional development sessions to enhance teaching staff's fundraising skills. Prior to this new position, Miller worked as a freelance grant writer and in municipal government.



Kate Bousum was promoted to director of advancement to Child's Voice's newly reorganized Institutional Advancement Team, which consists of two additional positions and will focus on meeting the needs of Child's Voice both relating to financial support and organizational awareness.

Bousum joined Child's Voice in February 2010. A graduate of Purdue University, Bousum has nearly 10 years of experience in fundraising, special events and development and has worked at a variety of nonprofit institutions, from higher education to social service. In her new role, Bousum will manage annual giving efforts, grant writing, special events, website development, marketing and public relations.

Child's Voice's mission is to empower children with hearing loss to be successful in all educational and social settings by optimizing their listening, speaking and academic skills, www.childsvoice.org.

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. ●

Become a Member

Check out our website at www.wspnonline.org to learn more about WSPN.

You can access job opportunities, mentoring and scholarship information, become a member and learn about upcoming programs.

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

Resource Round-up

Invite your board members to join you for an event that will stimulate discussion and create positive change in your organization.

- Presenter:** Chuck Loring, CFRE, MBA,
Senior Partner, Loring,
Sternberg and Associates
- Topic:** Governance and Effective
Fundraising for
Nonprofit Boards
- Date:** Friday, February 17
Registration 8:30 to 9 a.m.;
program 9 a.m. to 4 p.m.
- Location:** Hamburger University at McDonalds Corporate
Headquarters in Oak Brook
- Cost:** \$45 per person by Jan. 13; \$55 per person after Jan. 14



Testimonial from 2010:

"Our board members thought Chuck's program was great. It was a terrific mix of narrative, board work, and printed information. Much of the information was new to many of our group in attendance. Having the board attend as a group was brilliant. It will really launch some major positive changes for our board and agency." — Executive Director

For more information, please contact Kathy Blair of Giving DuPage at (630) 407-6458 or givingdupage@dupageco.org.

Presenting Sponsor:
DuPage Community Foundation



Event Sponsor:
West Suburban
Philanthropic Network



Growing Your Capacity

Workshop series for Nonprofit Organizations

Evanston Community Foundation is offering workshops designed to help nonprofits better meet their missions. Workshops cover effectively using social media and managing volunteers. Registration is \$35 and workshops are held at Evanston Public Library. For more information, visit <http://www.evcommfdn.org/> and click "Sign up for our new series of Growing Your Capacity."



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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, Jan. 19	Topic:	Creating Actionable Strategies
	Speaker:	Sherrin Ross Ingram, CEO, International Center for Strategic Planning
	Location:	Salvation Army, 1S415 Summit Ave., Oakbrook Terrace, IL 60181
Thursday, Feb. 16	Topic:	Trends and Best Practices in Database Management: The Tao of Data
	Speaker:	Cheryl Weissman, President of CJW Consulting
	Location:	King-Bruwaert House, 6101 S. County Line Road, Burr Ridge, IL 60527

Double program! Please sign up for each session independently on website.

Thursday, March 15	Topic:	Donor Surveys: Assessing Familiarity and Trust as Tools for Increasing Donor Retention
	Speakers:	Dick Chay, Chay McQueen, LLC, and David Schreier, David Schreier Associates, LLC
	Location:	College of DuPage, Student Resource Center Rooms ABC, Glen Ellyn, IL 60137
Thursday, March 15	Topic:	The First Step in Fundraising: Learn to Use the Tools at the Philanthropy Center
	Speaker:	Christine Kickels, Librarian, The Philanthropy Center of COD
	Location:	Program will follow the morning's program from 10 to 11:30 a.m. in the same location.
Thursday, April 19	Topic:	Cultivating your Board Members
	Speakers:	Joe McLennan, Managing Partner, McLennan and Partners, and La Sridhar, CEO, ResearchSense
	Location:	Marianjoy Rehabilitation Center, 26W171 Roosevelt Road, Wheaton, IL 60187



Tenth Annual WSPN Awards Luncheon

Wednesday, May 23 Tenth Annual WSPN Awards Luncheon at Abbington Distinctive Banquets in Glen Ellyn. Networking begins at 11 a.m., luncheon follows. Reservations begin in February; \$50 per person or \$500 for a table of 10, which includes a business card ad in the program.

Thursday, June 21	Topic:	Funder's Forum
	Moderator:	Dave McGowan, Executive Director, DuPage Community Foundation; panelists TBA
	Location:	DuPage County Historical Museum, 102 E. Wesley Street, Wheaton, IL 60187

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