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Ambassadors' Circle donors enjoy ranger-led kayaking trip.

## WSPN mission:

Offering support to development professionals and advancing philanthropy since 1986.

## Follow the Leaders: Learn From Charities Making the Most of Digital Giving

### The best of online fundraising

**A**s you strive to meet your year-end goals, don't dismiss online fundraising tactics. Although the myriad of technology options may seem daunting, many savvy nonprofits have been successful in identifying untapped revenue streams.

Heather Joslyn, Eden Stiffman and Timothy Sandoval recently contributed a case study to the subscription-based *Chronicle of Philanthropy*. They identified charities that made their online fundraising work. – Jill McWilliams, *Cultivate* editor

A summary of some of their findings include:

### Best Giving Days

#### • Best Regional Giving Day

In 2015, North Texas Giving Day, [www.northtexasgivingday.org](http://www.northtexasgivingday.org), brought in \$33.1 million for 2,022 nonprofits, up nearly \$7 million from the year prior and an eight-fold increase since its inception. Fueled by social media, email and events like happy hour and musical performances at five donation stations around the Dallas-Fort Worth area, the giving day was designed to raise awareness of and funds for nonprofits.

#### • Best College Giving Days

The University of Michigan set the standard for giving days in higher education in 2015, when it raised \$4.4 million, [www.leadersandbest.umich.edu/gbd15](http://www.leadersandbest.umich.edu/gbd15), in 24 hours.

On its first try at a philanthropy marathon, College of the Holy Cross raised over \$1.9 million during the Give Purple Challenge, [www.tinyurl.com/jl6sb9l](http://www.tinyurl.com/jl6sb9l), a 43-hour event. They focused less on dollars and more on promoting challenge gifts. The drive secured 6,226 donors (249% of their goal), who gave more than \$700,000; triggering \$1.2 million in challenge gifts. Nearly one third gave via mobile devices and 29% via social media.

#### • Best Giving Tuesday Strategy

Sikh Coalition, [www.sikhcoalition.org](http://www.sikhcoalition.org), fundraisers designed a winning formula to compete on Giving Tuesday last year: matching gifts, carefully timed emails, and an appeal to supporters' communal spirit. The group, formed after the September 11 terrorist attacks to advocate for Sikh Americans facing abuse, first emailed donors Sunday morning explaining

(continued on page 10)



## 2016-17 Board Member Officers

WSPN's nominating committee is pleased to announce  
the 2016-17 slate of officers:

Maeven Sipes, president  
Katie Michel, vice president  
Catherine Voigt, treasurer  
Laura Naab, secretary  
Ann E. Spehar, immediate past president

#### WSPN mission:

Offering support to development professionals and advancing philanthropy.

#### WSPN core services:

EDUCATION, NETWORKING and ADVOCACY

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

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

#### 2016-17 WSPN Board Members Officers

##### President

###### Maeven Sipes

Vice President of Philanthropy  
Northern Illinois Food Bank  
(630) 443-6910, ext. 116  
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##### Vice President

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##### Treasurer

###### Catherine Voigt

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##### Secretary

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##### Immediate Past President

###### Ann E. Spehar

Executive Director  
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aspehar@naperville203.org

## President's Message

### Leadership

As I humbly take the presidential reigns from Ann E. Spehar, I want to express my gratitude to her for her servant leadership to WSPN over the last two years.

Since joining the philanthropic community, I've been fortunate to work for and alongside tremendous leaders who continue to motivate and inspire me. I hope I can emulate the values they exemplify in their everyday work as I take my turn leading this respected and beneficial membership organization.

WSPN had a profound impact on my professional development as I began learning the ropes of philanthropy six years ago. I thoroughly enjoyed the opportunity to learn from experts in various fundraising techniques, network with other development professionals and gain exposure into the vast nonprofit community serving the western suburbs. As I've become more involved with WSPN over the years, first through the awards luncheon and now the board, I have been able to sharpen skills, which helped me advance my career. My experience has truly been a textbook example of WSPN's mission in action—to advance philanthropy by supporting development professionals.

I wouldn't be where I am today if someone hadn't taken a leap of faith in me and illustrated that faith by consistently challenging me with new opportunities. I hope to be that type of leader for WSPN—I aim to challenge our board, committees and members to try something new, take a chance on something or someone and not be afraid to fail.

In the spirit of the back-to-school season, I encourage us all to continue our own learning and development and take full advantage of the benefits WSPN offers our members—the educational programs, networking events, scholarship opportunities and informational resources like *Cultivate*.

In addition, if you are looking for a way to sharpen your skills—be they



fundraising, communication or leadership—please consider joining a WSPN committee. I didn't anticipate the effect being involved with WSPN would have on my confidence as a development professional and as a leader in the workplace.

So, I invite each of you to reach out to any of the board members listed in this issue to discuss ways to get more involved or to simply ask for advice. We are here as a resource for you. I would love to meet for coffee (although I prefer hot chocolate) or offer a tour of Northern Illinois Food Bank.

In closing, I can't thank my fellow board and committee members enough for teaching me, supporting me and now trusting me to take the lead. I am looking forward to a wonderful fall with WSPN and hope to see you all at our upcoming programs.

Respectfully,

Maeven Sipes



# Philanthropy Collection News

## Top 5 Resources

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

Every summer, I meet with several interns from local nonprofits. Their eagerness to learn and contribute in a few short weeks refreshes me every time. They are our future nonprofit leaders, and I'm happy to help them get started. In wrapping up another season with them, I thought I would share my top five resources that we usually end up discussing.

1. **Foundation Directory Online Professional.** This is our premier, core source for researching foundation and corporate grants. All users have in-library access to this online database. Initial searches, free training and many answers to commonly asked questions about prospect research and grant writing is available at [Grantspace.org](http://Grantspace.org).
2. **Chronicle of Philanthropy and Nonprofit World.** Not all news is free and online. These two "subscription-based publications" are my first choices for news, trends and career opportunities. While only available for free in the Library, the websites for these publications are worthy of bookmarking.
3. **GuideStar.** Free online source for information on nonprofits including their mission, impact, programs, finances and governance. I encourage them to use this to identify similar organizations and access 990s.
4. **990 Tax Form.** While intimidating to look at, these documents are packed with useful information including lists of grants and salaries in some cases. A helpful site for navigating the 990 is [www.npcny.org/new990](http://www.npcny.org/new990).
5. **Career Resources.** Internships are a time for exploring the field but also the nonprofit sector. COD Library has nonprofit salary info, resume examples and job board sites.

When I'm not meeting with users, I'm adding resources to the collection. New books include:

- **American Generosity: Who Gives and Why** by Patricia Snell Herzog and Heather Price.
- **Charity Detox: What Charity Would Look Like If We Cared About Results** by Robert Lupton.
- **Powered by Pro Bono: The Nonprofit's Step-by-Step Guide to Scoping, Securing, Managing, and Scaling Pro Bono Resources** by Taproot Foundation.
- **Diversity and Philanthropy: Expanding the Circle of Giving** by Lilya Wagner.
- **Cases in Nonprofit Management: A Hands-On Approach to Problem Solving** by Pat Libby and Laura Deitrick.

In June, our access to Wealth Engine was discontinued. We apologize for the short notice on this change. We are in the process of identifying a possible replacement resource for individual prospect research. Any recommendations or suggestions can be sent to [kickels@cod.edu](mailto:kickels@cod.edu).

The Philanthropy Collection is located on the upper floor of the Library and is open to the public. If you live or work in DuPage County you are also eligible for a COD Library card so that you can borrow materials. For an introduction to its print and online resources, contact me to make an appointment at (630) 942-2313. ●



## Committee Chairs

### Awards Luncheon chair

#### Jessica Noe

Senior Development Manager  
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### Communications chair

#### Evan T. Munch

Communications & Dev. Specialist  
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### Membership chair

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Western DuPage Special Recreation  
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West Suburban  
**Philanthropic  
Network**

## Editor's Note

Dear *Cultivate* readers:

**T**he 14th Annual Philanthropy Awards Luncheon at Embassy Suites in Naperville was a wonderful success. Our honorees were exceptional, our presenters were eloquent and our Outstanding Volunteers represented the backbone of much of the work that is accomplished throughout the western suburbs.

See the luncheon photos on Facebook. Like us while you visit.

As a reminder, electronic versions of *Cultivate* are found at [www.wspnonline.org](http://www.wspnonline.org).

Sincerely,



Jill McWilliams

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

## Advertising in *Cultivate*

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

\$190 - four issues

\$160 - three issues

\$125 - two issues

\$ 70 - one issue

\$325 - double ad size, four issues

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

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

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

## Spotlight

Featuring a WSPN Member Organization



### Forest Preserve District of DuPage County

the District's projects, programs, events and DuPage forest preserves. Gifts may be designated to one of many priority projects or may be undesignated and applied to meet the greatest needs.

Since its founding, the Friends has completed several priority projects thanks to the generosity of its donors. The Friends board members select projects to support from a District wish list; these projects have included the restoration of public art at St. James Farm, historic preservation at Mayslake Peabody Estate, conservation of open space and helping make recreational opportunities accessible to persons with disabilities through a special piers project at two preserves and a wheelchair-accessible shuttle for tours and special events.

The Friends raised funds to purchase 16 kayaks to enable more people to access the beautiful DuPage River. Thanks to the Rotary Club of Elmhurst, River Prairie Group of the Sierra Club and individual contributors, a new programming trailer was also purchased. Filled with outdoor equipment and gear, this trailer supports the District's rangers and their fun, educational and recreational programs at county-wide forest preserve locations. The trailer was the third completed priority project organized by the Friends, which was pleased to help the District add an important resource to its inventory. The trailer also served as a mobile educational lab at a District event this past May.

The Friends' Ambassadors Circle program recognizes donors of \$100 and above. This program not only provides an opportunity for contributors to make tax-deductible gifts to support the work of the Friends, but also encourages donors to actively engage in its mission, receiving exclusive offers for wonderful forest preserve experiences and special invitations based on their level of support.

One recent beneficiary of this support was the District's Willowbrook Wildlife Center, a native wildlife education and rehabilitation facility that is celebrating its 60th anniversary. The Center was awarded \$10,000 from the Exelon Foundation, whose employees selected the wildlife facility as part of their Exelon Environmental Achievement Award recognition.

The Friends is seeking volunteers, committee members and board members. Whether you have a few hours to spare to help with a fundraiser, marketing or public outreach or prefer to lend your expertise to board service, your help would be most appreciated.

To learn more about the Friends, its priority projects and other opportunities, visit [www.dupageforestfriends.org](http://www.dupageforestfriends.org). ●

**T**he Friends of the Forest Preserve District of DuPage County is the 501(c)(3) nonprofit fundraising arm of the Forest Preserve District of DuPage County. Launched in 2013 and guided by an independent volunteer board of directors and executive members, the foundation works to advance the District's vision through philanthropic endeavors.

The Friends accepts financial and in-kind donations from individuals, corporations and groups that support

the District's projects, programs, events and DuPage forest preserves. Gifts may be designated to one of many priority projects or may be undesignated and applied to meet the greatest needs.

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A current priority project has the Friends raising funds for two ADA-accessible piers that will be installed at Blackwell and Herrick Lake forest preserves..

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# Outstanding Volunteers Recognized at WSPN's Annual Philanthropy Awards Luncheon on May 17

Photography by LeVern Danley, LAD4 Creations, Inc., [www.LeVernDanley.com](http://www.LeVernDanley.com).



**First Row:** Don McGowan, People's Resource Center; Mary Jo Para, Child's Voice; Rich Dickson, DuPage Habitat for Humanity; Pat Olinger, DuPage Habitat for Humanity; Don Spetter, DuPage Habitat for Humanity; Marcie Peterson, Metropolitan Family Services DuPage; Otis Clay, Aurora Area Interfaith Food Pantry; Sue Flaatten, Naperville CARES; Karin Deger, NAMI DuPage; Annette Zoleke, NAMI DuPage; Tom Zoleke, NAMI DuPage

**Second Row:** Don Kelly, VNA Health Care; Dee Kelly, VNA Health Care; Joyce Baudouin, VNA Health Care; Carole Gebbia, DuPage Children's Museum; Patricia Bernhold, People's Resource Center; Lynda Hoornbeek, Glen Ellyn Historical Society; Connie Sunderhaus, People's Resource Center; Barb Tartaglione, People's Resource Center; Marge Teiwes, Glen Ellyn Historical Society; Deb DiPasquale, AARL, and Bridge Communities; Heather Wachter, Bridge Communities; Judy Wardzala, Tri-Town YMCA; Nancy Conley, Northern Illinois Food Bank; Colleen Powell, Child's Voice; Katie Vitucci, NAMI DuPage; Pat Green, DuPage Habitat for Humanity

**Third Row:** Shirley Misek, People's Resource Center; Mary Jane Klimenko, Turning Pointe Autism Foundation; Mary Schram, NAMI DuPage; Sue Dunton, Glen Ellyn Historical Society; Laurie McMahon, Child's Voice; Barbara Young, Glen Ellyn Historical Society; Joyce Lipski, Loaves and Fishes; Terry Polivka, Loaves and Fishes; Michael Rome, Respite Endowment Organization; Jim Bachman, VNA Health Care

**Fourth Row:** Mike Wilburn, DuPage Habitat for Humanity; Julie Stone, People's Resource Center; Madeleine McAfee, People's Resource Center; Bill Neurauter, Donka, Inc.; Byron Eden, Bridge Communities; Gladys Sargeant, DuPage Habitat for Humanity; Dave Mongiat, Respite Endowment Organization; Ellie Guido, The Community House; Edie Hard, VNA Health Care; Mary Ryan, Northern Illinois Food Bank; Cathy Beckman, VNA Health Care; Jim Mann, DuPage Habitat for Humanity; Pat Patton, Naperville CARES

## To Be a Volunteer

To be a volunteer, it takes...

Generosity, a willingness to give your time to others.  
Understanding, because their lives might be very different from your own.  
Empathy, an ability to put yourself in someone else's shoes and feel what they must feel.  
Compassion, to truly care about making someone else's life better.  
Patience, because the process doesn't always go as smoothly as it might.  
Dedication, to stick with the project and see it through.

These outstanding volunteers have shown these qualities and so much more,  
and we thank and recognize them for all they do.

**"Life's most urgent question is: What are you doing for others?"** — Martin Luther King Jr.



# WSPN 14th Annual Philanthropy Awards Luncheon

Hosted on May 17 at Embassy Suites, Naperville.

Photography by LeVern Danley, LAD4 Creations, Inc., [www.LeVernDanley.com](http://www.LeVernDanley.com). See more photos on WSPN's Facebook page.



**Philanthropic Leadership Award:** Honoree Dorothy O'Reilly, and Kathleen C. Yosko, president of Marianjoy Rehabilitation Hospital



**Humanitarian of the Year:** Ann E. Spehar, WSPN president; honoree Bob Russo; and Kim Perez, executive director of People's Resource Center



**Nonprofit Executive of the Year:** Cora Corley, NAMI DuPage board president; honoree Angela Adkins, executive director of NAMI DuPage; and Ann E. Spehar



**Corporate Philanthropic Award:** Julie Yurko, president and CEO of Northern Illinois Food Bank; honor accepted by Bob Wasserman, senior vice president of marketing of Allstate Insurance Company; and Ann E. Spehar



**Service Club Philanthropic Award:** Ann E. Spehar; honor accepted by Kirsten Douglass, president of the Hinsdale Junior Woman's Club; and Amy Van Polen, resource development director of Bridge Communities





**Grantmaker of the Year:** Ann E. Spehar; honoree Marilyn A. Foote, grant consultant to the Alfred Bersted Foundation, Bank of America, N.A., Trustee; and Sarah Orleans, president and CEO of DuPage Children's Museum



**Nonprofit Volunteers of the Year:** Ann E. Spehar; honorees Judy and Weldon Johnson of Glen Ellyn Historical Society



**WSPN Distinguished Service Award:** Ann E. Spehar; and honoree Michael Sitrick



**Young Philanthropist Award:** Honoree Juliette E. Ambrogio; and Joseph Emmick, vice president for development and alumni relations of Elmhurst College



Dave McGowan serving as master of ceremonies



**Young Philanthropist Award Honorable Mention:** Ann E. Spehar; and honoree Dhalia Farinha

## Thank you to our 14th Annual Philanthropy Awards Luncheon Sponsors

With appreciation, we recognize our sponsors:

### Silver Sponsors

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DuPage Foundation  
The Inland Real Estate Grp, Inc.  
Marianjoy Rehabilitation Hospital  
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### In Kind

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Bridge Communities  
DuPage Habitat for Humanity  
Glen Ellyn Historical Society  
Jel-Sert  
Northern Illinois Food Bank  
People's Resource Center  
The Conservation Foundation  
VNA Health Care

## Member News



**K**ristin Clifford joined People's Resource Center as donor database specialist in March. Clifford's responsibilities include maintaining data, processing donor contribution letters, reporting, training users on the database and assisting with fundraising events. Clifford

joins People's Resource Center with 10 years of experience in risk management and database coordination roles. She earned a bachelor's in English from Cornell College.

PRC helps meet the basic needs of 32,000 individuals across DuPage each year including food, clothing and rent assistance while offering skill-building resources such as literacy classes, job assistance, computer training and art programs.

To learn more or to volunteer, visit [www.peoplesrc.org](http://www.peoplesrc.org).



**E**lmhurst College ranks sixth among all colleges and universities in Illinois, and 120th on a list of more

than 700 top institutions nationwide, according to *Money* magazine's latest list of Best Colleges. Published on July 11 by Time Inc., *Money's* rankings focus on public and private colleges' and universities' value, based on the quality of education, affordability and alumni success.

Elmhurst College, [www.elmhurst.edu](http://www.elmhurst.edu), is a leading four-year college that seamlessly blends liberal learning and professional preparation to educate students for life in a global society. Elmhurst College is the one of the Top 10 Colleges in the Midwest, according to *U.S. News & World Report*; and *U.S. News* and *Forbes* magazine consistently rank Elmhurst as one of the Midwest's best values in higher education.



**T**he Advocate Charitable Foundation is pleased to announce the appointment of **Joe Skvara** as vice president, operations. In this role, he will develop and implement strategic plans and initiatives to increase philanthropic support for the foundation and Advocate Health Care. This includes overseeing annual giving campaigns, special events and corporate relations.

As President of JS Consulting, Skvara spent the past nine years as a fundraising consultant. His primary focus was providing counsel for small- and medium-sized nonprofits for capital campaigns and board development. Prior to starting his firm, he spent 19 years as senior vice president of Marianjoy Foundation for Marianjoy Rehabilitation Hospital.

As the philanthropic arm of Advocate Health Care, Advocate Charitable Foundation's mission is to build relationships and partnerships that will inspire charitable giving. More information is available at [advocategiving.org](http://advocategiving.org) or by calling (630) 929-6900. ●

## PhilanTopic Resources

**Gift Range Calculator for Nonprofits**, [www.blackbaud.com/nonprofit-resources/gift-range-calculator](http://www.blackbaud.com/nonprofit-resources/gift-range-calculator). This tool will calculate the number and size of gifts you will need to achieve your fundraising goal so that you can adjust resources or goals appropriately. The calculator is based on industry standards that fundraising professionals have been using for decades.

**The Foundation Center** has revamped its popular **IssueLab**, [www.issuelab.org](http://www.issuelab.org), a searchable database of over 20,000 publicly available resources, organized across 38 issue areas. Resources include reports, case studies, evaluations and other knowledge created by foundations, nonprofits and university-based research centers. The revamped IssueLab makes resources more easily searchable but also allows for connections between resources so users can see who is funding research in a specific issue area, other organizations co-publishing on this issue, and related research users might want to read next.

**The Wallace Foundation** has compiled a list of financial management resources and tools to help nonprofits with budgeting, cost calculations and cash projections. The Wallace Foundation is a New York based foundation working nationally to improve learning and enrichment for disadvantaged children. Read more and check out the tools at [www.tinyurl.com/zl2g8a8](http://www.tinyurl.com/zl2g8a8).

**The Millennial Impact Project** is the most comprehensive and trusted study on the millennial generation (born 1980-2000) and their involvement with causes. The 2016 Millennial Impact Report, [www.themillennialimpact.com/2016-report](http://www.themillennialimpact.com/2016-report), investigates how millennials' cause-engagement behaviors may change during an election year and how these changes may be influenced by important demographics such as their political ideologies, geographical location, age, gender and race/ethnicity or by the emerging candidates for election.

### Tips for Going Mobile

- Keep it Simple – Focus on what the user wants.
- Make it Easy to Give – Offer four suggested donation amounts.
- Don't Be Intimidated – Find digital tools and templates. It doesn't have to be complicated or expensive.

**Collect cell phone numbers.** Today, 41% of households don't have a landline. While asking for email addresses, start asking for cell phone numbers. If donors don't want you to have it, they won't give it to you.

### Share your resources:

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



## Blasts From the Past - Program Highlights

### Funders Panel

By Jill McWilliams, *Cultivate* editor



**David M. McGowan**; **Sally Wiarda**, founder of 100 Women Who Care, DuPage Co.; **Lora Vitek**, director of philanthropy and community relations of Delta Dental of Illinois Foundation; **Cathy McCann**, Chicago program officer of Topfer Family Foundation; and **Chad Pedigo**, special event manager of Bridge Communities and president of Naperville Jaycees

On June 16, David M. McGowan, CFRE, president and CEO of DuPage Foundation, moderated a panel of funders who shared insights about their organizations and giving priorities. The program, hosted at Marianjoy Rehabilitation Hospital, served as an interactive exchange between the panelists and attendees.

Here are tips for securing more funding and how to make connections:

#### Build relationships

- First, search grants to see if you're a good match. Don't chase the money.
- Take advantage of webinars and conference calls.
- Provide funders volunteer opportunities.
- Have a member of your nonprofit join a funder's board or a philanthropic service organization.
- Look at the amount you'll receive versus the number of hours it'll take to submit a proposal.

#### Communication

- Be quick, efficient, succinct and clear, and honor a funder's time.
- Share personal stories and testimonies, and at a site visit, have them meet the clients you serve.
- Express immediate needs.
- Guard your personal and your organization's reputation. Create a communication plan should issues arise.
- Explain any organizational changes and challenges prior to submitting the final report.
- If relevant, send photos before the final report is due, and make communications timely and meaningful.
- Funders usually have some discretionary funds, especially for current grantees.

#### Sharing statistics

- Explain how you determine administrative costs.
- Clearly present outcomes, objectives and long-term impact.
- Look at trends for the past three years.

### How the Community Reinvestment Act Benefits Your Nonprofit Organization

By Evan Munch, WSPN communications chair



**Shefali Trivedi**, the Giving DuPage partner, with panelists **Allison Bartels**, compliance officer of Leaders Bank; **Paul Jarosz**, senior vice president of Oxford Bank & Trust; **Lynette Briggs**, vice president of TCF Bank

On August 17, WSPN partnered with Giving DuPage and Lisle Savings Bank for a presentation about the Community Reinvestment Act (CRA) at Cantigny Park in Wheaton.

The panelists including **Allison Bartels**, **Lynette Briggs** and **Paul Jarosz** shared insights about how nonprofits should consider the CRA in their interactions with banking institutions. Targeted to an audience of nonprofit professionals, the discussion included the following key points:

- Banks are encouraged to engage in community development activities, which are divided into three categories: lending, investment and service.
- Investments to 501(c)(3) organizations are generally directed to projects serving individuals whose income is at 50% or below the Area Median Income. AMI data is available at HUD.gov.
- Banks are regularly evaluated for their CRA activity, and anyone can view their ratings at FFIEC.gov or by requesting the bank's public CRA file at a local branch.
- Investment and lending requests that have an employee service component are favorable; however, that service project must leverage bankers' professional skills, such as board/committee service, financial advising and educational workshops.
- When crafting requests to banks, nonprofits are encouraged to consider CRA buzzwords like "community services," "economic development" and "neighborhood revitalization."
- Guidelines for CRA-qualified activity can be somewhat subjective. Connecting with a bank's CRA officer is the most effective way to determine if a request meets CRA guidelines. ●

Giving Tuesday. They secured \$55,000 in matching pledges and wanted to win Network for Good's most money raised contest.

On Tuesday morning, an email featured an appeal from a hate-crime victim. Hours later, the coalition's leader stressed the deadline via email. That evening, staff worked the phones nudging key donors. They raised \$127,000 beyond the matches, more than any other charity using Network for Good.

## **Best Social Media**

### **• Best Strategy**

The Humane Society, [www.humane-society.org](http://www.humane-society.org), has an unfair advantage with posting photos of adorable kittens, puppies and bunnies. They test posts and appeals to see what gets traction, and they have learned to stick with a formal social-media strategy for furthering fundraising and advocacy goals. A focused strategy helps the 62-year-old charity raise 10% of its donations online.

### **• Best Instagram**

The Innocence Project's Instagram photo of a man sitting at a restaurant caused much emotion from its followers. Why? Because the man was a newly released inmate waiting for his first restaurant meal after serving 25 years for a crime he did not commit. They post stories and photos, [www.instagram.com/innocenceproject](http://www.instagram.com/innocenceproject), of those who have been wrongfully convicted and exonerated through DNA testing. They post at least once a day, including weekends.

### **• Best Advocacy Campaign Platform**

DoSomething.org is a teen-led, web-based nonprofit with the goal of motivating young people (25 and younger) to take action through national campaigns and grants for impactful projects. With over 4.5 million members, it strives to create a culture of volunteerism and activism through social change.

A recent campaign opposing legislation mandating concealed firearms be allowed on campus, prompted nearly 4,000 Tweets from college students and led to five college presidents signing a resolution regarding the legislation.

### **• Best Advocacy Video**

One of the American Civil Liberties Union's most-popular videos tackles a contentious issue: the rights of undocumented immigrants. Yet the video, [www.youtube.com/watch?v=BN9t7LUf6RQ](http://www.youtube.com/watch?v=BN9t7LUf6RQ),

features cute kids and has received more than a million views on Facebook and YouTube. In addition, more than 2,500 people followed a link from the Facebook video and signed a statement supporting federal legislation to provide lawyers for unaccompanied children who are undocumented.

## **Best DIY Drives**

### **• Best Event**

The signature fundraising events for St. Baldrick's Foundation, [www.stbaldricks.org](http://www.stbaldricks.org), are their volunteer-run drives where supporters shave their heads in a show of solidarity with children who've lost their hair during cancer treatment. The foundation also provides an array of online resources and tips for its army of volunteer fundraisers.

The nation's largest peer-to-peer fundraising drives raised \$37 million last year—up 193% from a decade ago. Almost 70 percent of donations came online, with Facebook alone accounting for nearly half of traffic to event websites created by volunteers and participants.

### **• Best Crowdfunding**

Cornell University launched a crowdfunding site, <https://crowdfunding.cornell.edu>, in 2013 to woo young alumni and others who weren't responding to annual-fund appeals. Called "Small Projects, Big Impact," it showcases campus programs that need a financial boost. The strategy's working: About 40 of the 50 campaigns reached their fundraising goals, and young alumni are contributing at about triple their participation rate for other Cornell giving programs. A quarter of alumni crowdfunding donors have never given before.

### **• Best Up-and-Comer**

The American Foundation for Suicide Prevention, [www.afsp.org](http://www.afsp.org), launched its Out of the Darkness charity walks in 2004. Despite recession trends, the foundation raised \$14.8 million last year—more than 10 times what it grossed a decade ago.

More than 70% of contributions to the volunteer-led walks come through event websites primarily created by organizers and walkers, who use an online system the foundation provides. About 20% of walkers signed up for events in 2015 through Facebook ads or posts.

### **• Best Anyone-Can-Do-It Event**

Though revenues for some of the biggest charity walks and runs are slumping, Cycle for Survival's cycling events have raised about \$100 million for research into rare cancers at Memorial Sloan Kettering. During the event,

each team member pedals a stationary bike for 50 minutes before the next rider hops on to continue the "relay." Riders can pedal fast or slow.

In 2015, the events, held in 15 cities, raised \$25 million, up 25% from 2014. At the start of each ride, teams are filmed talking about why they participate and the videos are posted on Cycle's website, Facebook, Twitter and Instagram.

## **Best Basics**

### **• Best Mobile**

Charity: Water, [www.charitywater.org](http://www.charitywater.org), which raises money to build wells and clean-water systems in the developing world, serves as an excellent model of simplicity where donors can set up automatic monthly donations or make a single contribution. Often Charity: Water builds its sites for mobile devices first and then retrofits them for desktop screens. Up to 35% of the group's online visitors arrive by smartphone or tablet. Up to 45% of people who open its emails are using mobile devices.

### **• Best Thank You**

The YMCA of Austin, [www.austinyymca.org](http://www.austinyymca.org), assessed its 47% donor-retention rate and decided to create customized plans for various gift amounts and donor interests. One of the most effective: Supporters who give \$1,000 and up get emails with cellphone-shot videos of beneficiaries such as kids attending camp thanking donors by name. The videos don't cost much, are easy to make and can be personalized.

Such stewardship tactics have increased their fundraising revenue since the recession to \$1.1 million, up from \$700,000, and donor-retention has increased to 54%.

### **• Best Extreme Transparency**

At Watsi's website, [www.watsi.org](http://www.watsi.org), donors can help cover medical expenses for people in developing countries, and anyone can view their home-page-linked Transparency Document to see where the money is going: staff salaries, the cost of treating patients and monthly financial statements.

In addition, their annual report has an interactive tool to find out how many donors have given, the average contribution, patient demographics, illnesses treated and more. Apparently donors are pleased: The site nearly doubled its crowdfunding revenue in 2015 over the year before, with 7,827 donors contributing \$1.67 million.

A version of this article appeared in the May 2016 issue of *The Chronicle of Philanthropy*. ●



## Building Our Membership

**W**SPN is a volunteer-run organization whose mission is to support philanthropy professionals in the western suburbs and beyond. As such, our membership within the organization is our greatest strength. When like-minded individuals come together, it benefits everyone.

With that in mind, we are currently looking for WSPN volunteers to join our membership committee. If you are interested in getting involved, please contact me or any of our board members.

Thank you,  
Courtney Simek, membership chair, csimek@seniorhomesharing.org



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



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## Become a WSPN member:

Join online or by downloading a membership application at [www.wspnonline.org](http://www.wspnonline.org).  
Non-transferable dues are \$40 per year.



Scan to join.

## Attention members:

**We want to keep in touch!**  
**Have you changed jobs or received a new title?**  
**Do you have a new email or mailing address?**

Simply log into your profile on [www.wspnonline.org](http://www.wspnonline.org) and update your contact information.  
Request a new password if you've forgotten it.  
Also, join WSPN on LinkedIn to extend your networking possibilities.  
Be a part of the dialog.

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### West Suburban Philanthropic Network Programs

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



WSPN programs are free to WSPN members and \$20 for non-members.

Programs are usually held on the third Thursday of each month.

**Registration and refreshments begin at 8 a.m. and the program begins at 8:30 a.m., unless specified.**

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

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**Thursday, Sept. 15**      **Topic:** Ask the Grantwriter  
**Moderator:** Cathy McCann, program officer, Topfer Family Foundation  
**Panelists:** Nathan Medina, director of foundation relations, Lydia Home Association  
Margaret Rush, foundation relations and grant writer, DuPage Children's Museum  
Catherine Voigt, account executive/grant writer, Conlon & Dunn Public Strategies  
**Location:** DuPage County Historical Museum, 102 E Wesley Street, Wheaton, IL 60187

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**Thursday, Oct. 20**      **Topic:** Donor Communications Plan, Part 2: Advertising, Collaborating and Social Media Marketing  
**Speakers:** Scott Curran, senior legal counsel, Clinton Foundation and Founder of Beyond Advisers  
Dusty Holoubek, marketing and communications manager, Hinshaw & Culbertson LLP  
**Location:** The Morton Arboretum, Sycamore Room, 4100 Illinois Route 53, Lisle, IL 60532

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**Wednesday, Nov. 2**      **Topic:** Planned Giving and Creative Charitable Planning  
**Speaker:** Bryan Clontz, founder/owner, Charitable Solutions, LLC  
**Location:** Hilton Lisle/Naperville, 3003 Corporate W. Drive, Lisle, IL 60532

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**Thursday, Dec. 8**      **Time:** 5:30 to 7:30 p.m.  
**Location:** Warren's Ale House, 51 Town Square, Wheaton, IL 60189

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