

Cu tivate

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Friends of all abilities gather at Voice of Care's annual Mile for Mileage Challenge, an event that helps fund travel expenses for VOC ministry facilitators as they visit churches to provide disability ministry training and resources.

WSPN mission:

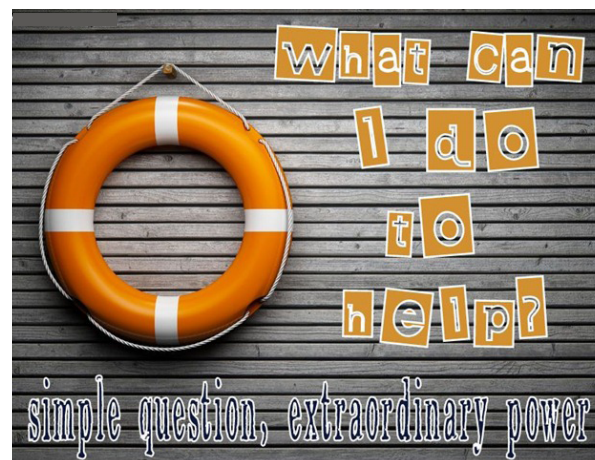
Offering support to development professionals and advancing philanthropy since 1986.

Six magic words: What can I do to help?

By Jim Whitt

I was on a packed flight on a small jet flying from Garden City, Kansas to Dallas. The flight attendant was frantically trying to cover all the bases required to get the plane off the ground. In the bulkhead seat two rows in front of me was an elderly woman who insisted on keeping her bag on the floor which, of course, was against regulations.

There is only one flight attendant on these small jets and this attendant was losing her cool. The elderly woman spoke no English and the frustrated attendant kept raising her voice telling the woman that she didn't speak her language and couldn't understand her. A couple of passengers got into the act telling the attendant to stop being so mean to the woman.



It was obvious the woman was speaking Spanish, and I think what frustrated her was the young flight attendant looked like she could be Hispanic. So, the woman probably was wondering why this Hispanic looking flight attendant refused to speak to her in Spanish.

(continued on page 10)

Hope You Are Ready . . .

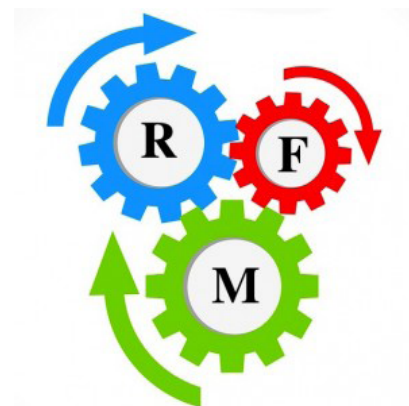
It's Time for FEP & RFM

By Thom M. Digman

As many nonprofits are nearing the end of the fiscal year, we are all wondering:

- How well did we do this year?
- What do we look at?
- What do we measure?
- How do we report to our board and advancement committee?

Obviously, we want to report on donors and dollars. But, is that all that we should be looking at? How do we take our performance, report it in reasonable metrics and use what we learned to move into a positive direction for the upcoming year?



Two tools we use with all our clients are:

- *Fundraising Effectiveness Program (FEP)*
Fundraising Fitness Test is available from the Association of Fundraising Professionals (AFP), <http://afpfep.org/> and,

(continued on page 11)

President's Message

WSPN mission:

Offering support to development professionals and advancing philanthropy.

WSPN core services:

EDUCATION, NETWORKING and AWARENESS

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

WSPN Membership

P.O. Box 268

Wheaton, IL 60187-0268

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Another holiday season is upon us, always creeping up faster than we expect. On those 90-degree days this September, it seemed hard to imagine we would ever pull out our winter coats, hats and gloves. Now my daughter asks every evening why it is so dark when I pick her up from daycare and the weekends are filling up fast with holiday parties and cookie exchanges.

As much as this season is about family traditions and nostalgia, I also can't help looking towards the New Year and wondering what it might bring. Personally, with a new baby on the way, I know 2018 will be full of new challenges and rewards. Professionally, a new calendar year means the planning process for our next fiscal year and answering the question—how can we do more?

Achieving growth is crucial for most of our organizations' ability to impact our community and accomplish our mission. How can an organization grow without first growing its resources—i.e. funds, volunteers, community support? That's where the development professionals come in.

As you strive to raise the donations necessary for your organization to grow, don't neglect your professional growth. WSPN is excited to offer our 2018 slate of educational programs, free to our members on topics such as public relations, event fundraising, social media and more. I encourage you to invite other members of your nonprofit to participate if applicable and become members.

In addition to the knowledgeable speakers at our programs, we can learn so much from each other. I hope to see you at our upcoming holiday networking event on



December 7 at Ellyn's Tap and Grill. I also encourage you to use other members as a resource when you need a sounding board or mentor. Finally, one more push for joining a WSPN committee where you can develop your skills and contribute to our mission of advancing philanthropy for our community.

In this joyous season, I wish you all a successful fundraising year end, the happiest of holidays with family and friends and exciting new opportunities in the New Year. Thank you for your role in making our community stronger!

Respectfully,

A handwritten signature in blue ink, appearing to read 'Maeven Sipes'.

Maeven Sipes

Philanthropy Collection News

New Version of FDO

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

Did you know that 90% of domestic foundations don't have a website? **Foundation Directory Online** (FDO) gives you access to these hard to find funders. Access an unprecedented wealth of timely, comprehensive information on grantmakers and their grants.

FDO is comprised of a database of over 140,000 foundations, corporate giving programs, and grantmaking public charities in the U.S.; a database of over 4,000 sponsoring companies, offering a quick pathway to corporate funders; a database of over 8.5 million grants; and a keyword-searchable database of over 1 million recently filed IRS Forms 990 and 990-PF.



If you haven't used FDO lately, you'll notice some new features:

- **Integrated search using a "Google-like" search box.** Simply describe your work and get a list of grantmakers, recipients, grants, and 990s in one results page.
- **More relevant funding lists** because you are now shown how much funders have given to your cause. The amount funded will indicate how much the grantmaker distributes to your area of interest, allowing you to see who are suitable funders and where they focus their priorities.
- **More visuals like interactive charts and maps** that highlight key funding information that provides context to your funding search, so you can quickly understand grantmakers' giving trends and efficiently find funders that align with your mission.
- **No more FOMO (fear of missing out).** Each profile provides you with additional funders that share similar priorities and patterns of giving.
- **More prominent LinkedIn connections** so that you can find out how to connect with a funder and get on their radar.

We are excited about the new features and would be happy to reacquaint you with our No. 1 asked-about resource.

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.

Interested in finding grants?

Our next FREE workshop, "Introduction to Finding Grants for Nonprofits" is at 9:00 a.m. Thursday, January 11. If I can help you become more familiar with our non-profit resources, please contact me at (630) 942-2313 or kickels@cod.edu. ●

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West Suburban Philanthropic
Network

Editor's Note

Dear *Cultivate* readers:

WSPN has had a fantastic year of offering exceptional programs and professional networking opportunities. Thank you for your participation, interest and support.

Please consider submitting nominations for the Annual Philanthropy Awards Luncheon. The luncheon provides an excellent opportunity to highlight inspirational individuals and organizations that do so much to enhance our community.

As 2017 draws to a close, may the joys of the season lead the way to a bright and prosperous New Year.

Sincerely,



Jill McWilliams

Thank you to *Cultivate* proof-readers Mary DiCarlo and Sarah Lichtenwalter.

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.

West Suburban Philanthropic Network's 2018 PHILANTHROPY AWARDS

Call for Nominations

The West Suburban Philanthropic Network calls for nominations for its **16th Annual Philanthropy Awards Luncheon at 11 a.m. on Tuesday, May 22 at the Abbington Distinctive Banquets, Glen Ellyn.** The purpose of the awards program is to recognize and celebrate those individuals, businesses, foundations and organizations that have helped sustain and enhance the rich philanthropic environment that is fundamental to the quality of life in the western suburbs.

Categories include:

- **Philanthropic Leadership Award** - Presented to an individual who has provided extraordinary leadership and resources or financial support to significantly impact the culture of philanthropy of one or more nonprofits or causes within the western suburbs.
- **Humanitarian of the Year** - Presented to an individual who has demonstrated an extraordinary humanitarian effort through volunteerism and advocacy efforts in support of a significant impact to improving the quality of life in the western suburbs.
- **Corporate/Foundation/Service Club Philanthropic Award** - Presented to an organization that has demonstrated commitment to the western suburbs through financial support, leadership and volunteerism.
- **Nonprofit Executive of the Year** - Presented to a senior-level nonprofit executive (does not have to be the executive director) 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.
- **Grantmaker 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** - Presented to an individual whose volunteerism has profoundly impacted programming and/or philanthropy of the local charity with which the individual serves as a volunteer.
- **Young Philanthropist Award** - Presented to a youth leader or leaders who has exemplified commitment and dedication in helping the advancement of their local community in the western suburbs within the past two years.
- **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, January 26. All nominations must be written in the form of a nomination letter and emailed to Jessica Noe, jnoe@feedingamerica.org or mailed to Feeding America, 35 E. Wacker Dr, Suite 2000, Chicago, IL 60601. Nomination letters should be 1-2 pages and must include the items below. Samples of past winning nomination letters are available for reference at www.wspnonline.org.

- A detailed list of the nominee's philanthropic accomplishments, citing specific examples of the nominee's fulfillment of the award category criteria.
- A list of the nominee's achievements.
- Biographical information including the nominee's address, phone, email and relevant professional experience.
- Optional: Supporting materials such as copies of articles or reports.

Honorees and their nominators will be notified in February. Reservations for the luncheon will be accepted beginning in February. Individual tickets are \$50 per person and sponsorship opportunities are available from \$500 to \$5,000. (*Honorees will receive two complimentary tickets - one for the honoree and one for their guest.*)

For more information regarding reservations or to inquire about ad rates and sponsorship opportunities, please contact Jessica Noe at jnoe@feedingamerica.org. ●



Reaching the “Differently-Abled” for Christ

Voice of Care Delivers Disability Ministry Training to Churches and Volunteers

Voice of Care is on a mission to help the Church reach the “differently-abled” for Christ. It is with that goal in mind that Deaconess Kris Blackwell, executive director of Voice of Care, and her ministry team of pastors, deaconesses and lay people, are offering unique disability training opportunities with “Set to Serve” workshops.

Geared toward churches and volunteers, the workshops introduce a range of disability ministry options for congregations to consider. Churches have an opportunity to provide spiritual, social and physical help to individuals and families with disabilities, something that Voice of Care views as critical in a time of decreased funding for social services.

“This is a chance for churches to provide solutions. Governmental debt is crippling organizations that have traditionally worked with people with disabilities,” explained Blackwell. “Families are maxed out. The local church is perfectly positioned to provide spiritual support, social interaction opportunities, and short-term respite care.”

Voice of Care has established a unique and successful model for equipping the church to nurture people with disabilities and their caregivers, and it is rooted in the Biblical mandate to “Love one another.” This model was conceived and implemented in northern Illinois, but Voice of Care is actively working to expand this ministry across the Midwest and, eventually, the United States.

“Set to Serve” workshops are designed for both church leaders and lay volunteers.

Voice of Care staff and ministry partners present interactive sessions addressing how congregations can help provide inclusive worship, adaptive Christian Education, short-term respite programs, Disability Awareness Days, volunteer-led “Jesus time” in residential or daycare facilities, appropriate Vacation Bible School programming and special-needs camp ministry.

The Disability Statistics and Demographics Rehabilitation Research and Training Center’s 2016 annual report lists 12.6% of the nation’s adult population as having an ambulatory or cognitive disability. There are almost three million children with disabilities. Almost 90% of all people who have disabilities are not connected to a church home, and do not have the kind of caring support that can be found there. At the same time, many congregations lack the distinctive and specialized expertise within their staff and laity to effectively reach into their own pews and surrounding communities to serve people with disabilities.

“We believe that every church has a disability ministry waiting to be discovered,” said Lori Solyom, director of development. “Our job at Voice of Care is to

help with that discovery, then equip the congregation with needed training and resources.”

Blackwell added, “Workshop participants are armed with ideas and resources, enabling each congregation to formulate a plan for reaching people with disabilities and including them in the life of the church.”

For congregations interested in offering short-term respite care, either in member homes or as a “drop-off day” at church, Voice of Care offers REST (Respite Education and Support Tools) workshops to train volunteer respite companions using a nationally accredited curriculum.

Voice of Care relies on the financial and volunteer support of congregations, service groups and individuals who value this outreach to people with developmental disabilities.

Voice of Care’s mission is to equip the church to serve and nurture people with disabilities and their caregivers in their walk with Christ. This is effected through duplicable models for ministry, resources and training. Learn more about Voice of Care at VoiceOfCare.org or (630) 231.3862. ●



Voice of Care ministry facilitators, Rev. Phil Gruenbaum (left) and Rev. Paul Klopke (right), lead a disability ministry training workshop for camp program staff from Walcamp Outdoor Ministries in Kingston, Ill.

Blasts from the Past

by Jill McWilliams, *Cultivate* editor

After Hours

In September, about 40 WSPN members and guests enjoyed appetizers and networking at Kona Grill in Oak Brook. Thanks to all who joined us, and we look forward to seeing you at the next After Hours event from 4 to 7 p.m., Thursday, Dec. 7 at Ellyn's Tap in Glen Ellyn. (See p. 12 for more details.)



L to R: Kate Bousum, Karl Maurer, Peggy McGuire and Cathy McCann.

The State of Philanthropy: Trends and Perspectives



In September, at Oak Brook Park District's Central Park West Facility, **Lindsay Marciniak**, senior vice president, and **Michael Happ**, senior director, both of CCS Fundraising, provided an interactive overview of the 2017 Giving USA report. About 50 attendees benefited from the discussion.

Key Takeaways: National Statistics

- Giving rose to \$390 billion in 2016, continuing a 40-year trend. All charitable sub-sectors saw growth. Giving remained steady as a percentage of GDP.
- Individuals and families continued to drive giving—80% of giving came from personal gifts and bequests. Another 15% came from foundations, with almost half of which was from family foundations.
- Non-family foundations and corporate giving represented only 8% and 5% of giving, respectively. Corporate giving remained flat, even as personal giving rose.
- Though bequests declined from 2015, this area represents a major opportunity for nonprofits over the next decade as the baby boomers consider how best to craft their legacy.

- Political events slowed giving at the end of 2016, but giving rebounded quickly.

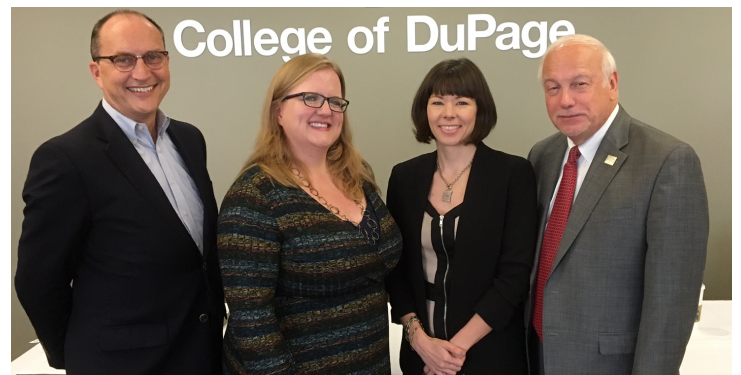
Key Takeaways: Chicago Metro Area

- Chicago is the country's third largest metropolitan area and third largest economy, but only the 11th most generous—plenty of opportunity for nonprofits to inspire more giving.
- There are more than 45,000 public charities in the area. Over 83% of Illinois giving comes from the Chicago area.
- There have been nearly 1,700 seven-figure gifts in the Chicago area since 2000.
- Chicagoland donors give an average of 2.75% of their income to charity, with the lowest income brackets giving the highest percentage.

Key Takeaways: Trends

- Nonprofits are moving to hire staff skilled in the complexity of planned giving.
- Local foundations are making progress tapping concentrations of wealth in rural and rust belt communities.
- Women donors report different motivations and strategies than men. Nonprofits are increasingly crafting their messages to appeal to these differences. Examples include encouraging discussion of charitable giving with loved ones and emphasizing personal stories of impact, both of which have been shown to influence women's decision making.
- Technology and rapid communication are greatly expanding fundraising options.
- Political uncertainty is inspiring giving, particularly to groups seen as threatened by current policies.
- Philanthropic priorities are likely to shift as wealth transfers from Boomers to Gen Xers and Millennials.
- Donors are increasingly more savvy as donor advising resources become more accessible.

Finding the Dollars in Your Data



L to R: Chris Jabin, Sarah Martino, Corinne Henry and Ken Bartels

In October at the College of DuPage Culinary & Hospitality Center, Moderator **Ken Bartels**, principal of Ken Bartels Consulting and senior vice president and director of The Community Bank of Elmhurst; **Corinne Henry**, campaign manager of Metropolitan Family Services; **Chris Jabin**, a philanthropic consultant; and **Sarah Martino**, advancement services

manager of College of DuPage Foundation; provided a toolkit for identifying the best prospects and moving them toward major gifts.

- Number one priority: focus on retention. It costs less to keep a donor than to obtain a new donor.
- Affinity is more important than capacity.
- Wealth screening can unearth affinity and capacity scores you can use to graph donors. However, wealth screening can be skewed because of real estate or it can accidentally disqualify someone.
- Don't feel pressured to spend money on wealth screening, which can be overwhelming.
- You may know more about your donors than you think. Nothing can replace a conversation. Look for stories that lead to questions. Donors will often tell you things that you would never ask.
- Include personal details about your donors in your database entries such as Raiser's Edge. Your database is only as effective as the quality of your data.
- Segment your donor lists. Spend the most time with the top group and mine down from there.
- If a wealth screening is not affordable, engage board members and volunteers to engage their contacts and build cultivation and solicitation strategies. Conduct Google, LinkedIn and Facebook searches.
- Collect annual reports to find potential donors who give to similar organizations.
- Find creative ways to foster interest and engagement. Perhaps conduct a survey to determine the types of events or communication vehicles donors want: giving-level recognition, speakers' panel, special events, etc.

3rd Annual Partners in Philanthropy Day Developing Major Gifts Now and in the Future

On Nov. 8, **Barlow T. Mann**, J.D., chief operating officer of Sharpe Group, led a half-day program and provided ways to cultivate donors to maximize major gifts.

He explained how to maximize the current trend of a "blended gift" and provided steps to increase larger gifts.

PIPD was offered in partnership with WSPN, Suburban Chicago Planned Giving Council, and SouthWest Suburban Philanthropic Network, and was held at Abbington Banquets in Glen Ellyn.

Mann's key tips include:

- Begin with the right donor, at the right time to secure the best gift. It's about talking to your donors.
- An *ultimate gift* is the largest gift a person can make and generally comes from their estate plan. In the financial life cycle, the ultimate gift generally arrives after age 75. 75% of bequests come from people over the age of 90.
- Keep low-level donors engaged. If they feel ignored, they may not give when they are ready to make their ultimate gift.



Mike Trench, president of SWSPN; Katie Michel, VP of WSPN, Barlow Mann, and Mike Sitrick, president of SCPGC.

- Many gifts are made despite the tax benefit.
- Communicating giving strategies (noncash, securities, stock, estate plan) can be complex. You must know value, cost basis and tax rate. Web-based solutions are useful.
- Don't assume donors understand these concepts. Donors and advisors can explore alternative giving opportunities together to ensure the donor's privacy.
- Sources of gifts: income, assets and estate. A *blended gift* is a combination of current and deferred gifts. Major gift development relies on mixing or blending sources and timing of gifts for maximum impact.

Here are some of the inspirational quotes Mann shared:

"To give away money is an easy matter and is in anyone's power, but to decide to whom to give it, how much to give, when to give, and to give for the right motive and in the right way, is neither in everyone's power nor an easy matter. Hence, it is that such excellence is rare, praiseworthy and noble." – Aristotle, Nicomachean Ethics, Book II. Chapter 9, 350 BC

"The heart has reasons which reason knows not of." – Pascal

"It's a fool who looks for logic in the chambers of the human heart." – Ulysses Everett McGill

Member News



Samantha Fisher was awarded the Certified Fund Raising Executive (CFRE) designation, which is held by just over 6,100 professionals worldwide. CFRE designees meet a series of rigorous standards set by CFRE International, complete an intensive written exam and agree to the accountability standards and Donor Bill of Rights.

Fisher is director of development at DuPage Habitat for Humanity, where she has served since 2015. In addition, she is the regional leader of Lean In Illinois, circle founder of Lean In Chicagoland, co-chair of Brookfield's Library Capital Campaign, and a member of the 2017 Giving DuPage Volapalooza committee. She has also worked for nonprofits including American Cancer Society, Northern Illinois Food Bank and helped launch Right Brain, the philanthropic foundation of Brainlab.

DuPage Habitat for Humanity brings people together to build homes, communities and hope for hardworking families in need. For more information about DuPage Habitat for Humanity's programs and partnership opportunities visit www.dupagehabitat.org.



Jill McWilliams, director of foundation and government relations at Elmhurst College, received the 50@50+ Illinois Award in the nonprofit category. AARP Illinois and Crain's Custom Media, a division of *Crain's Chicago Business*, recognized 50 honorees within a special 10-page insert in the Nov. 6 issue of *Crain's Chicago Business* and a recognition event on Nov.

7. 50@50+ Illinois honorees were nominated by their peers and selected by AARP Illinois leadership for their work in the following five categories: nonprofit, arts and culture, business, community building, and disruption.

McWilliams actively engages in volunteer efforts such as serving on WSPN's board and acting as editor and designer of their newsletter, and participates in DuPage Foundation's Next Generation Initiative. She served as a local library trustee, helped create their library foundation and secured a grant and municipal rule changes that enabled Elmhurst College to start an educational beekeeping program earlier this year.



Dana Petrie joined the Child's Voice's advancement team in March. In her role as advancement manager, she is responsible for fundraising events, marketing and outreach. Child's Voice is thrilled to have her join the organization and WSPN.

Petrie has 13 years of marketing and special event experience at the TD Garden

in Boston. She is excited to have returned to the greater Chicago area and join the nonprofit sector.

Child's Voice changes the lives of children with hearing loss, offering the educational tools and audiology support to learn to listen, to speak and to succeed. Based in both Wood Dale and Chicago, Child's Voice serves over 80 different zip codes. Programs support children from just a few weeks old through the age of 8, ensuring their success in their homes and in mainstream schools. For more information, please visit www.childsvoice.org.



Paul Pyrcik has joined the leadership team at The Driskill Foundation (driskillfoundation.org) as director of development. Driskill, a 501(c)3 nonprofit organization, recently relocated its offices to Naperville from downtown Chicago.

The Foundation provides funding for programs and initiatives that instill, inspire and ignite new levels of curiosity in both learners and educators. Driskill works closely with donors and funding partners who share a passion for meaningful, measurable and timely positive change.

Pyrcik has previously directed philanthropic, development, and fundraising efforts at major corporate, healthcare, and education organizations in DuPage County. He currently serves on the boards of Metropolitan Family Services DuPage and the Suburban Chicago Planned Giving Council. He can now be reached at pppyrcik@driskillfoundation.org or (312) 266-2233.



Barb Thayer was welcomed as Robert Crown Center for Health Education's (RCC) new executive director in July. Thayer has been with the center since 2011, and most recently held the position of the organization's chief operating officer.

Thayer has been intimately involved in the strategic planning process of the organization and is looking forward to leading the RCC team as they update their programming to increase impact to students, families and communities. The Robert Crown Center for Health Education is the largest provider of health education for school-age children and young adults in the Chicago metropolitan area.

Since 1974, RCC has prepared 6 million children for an ever-changing mix of health challenges. Each year, RCC reaches more than 80,000 youth from over 600 schools in eight counties. The RCC staff educate students, parents, and teachers in the areas of sexual health, drug prevention and social-emotional wellness. To learn more visit www.robertcrown.org.

Share your Member News: email your news and photo to jill@elmhurst.edu. ●

PhilanTopic Resources

Illinois Foundation Giving Report

Giving in Illinois 2017 Released, tinyurl.com/yb2m6fl2

Illinois foundation giving reached a record \$3.8 billion in 2015, according to Forefront's and The Foundation Center's latest report. This analysis includes all grants of \$10,000 or more reported by 1,000 of the largest U.S. independent, corporate, community and grantmaking foundations, by total giving. The sample included 68 Illinois foundations with giving totaling \$1.3 billion. Read report highlights at tinyurl.com/yck7r562.

Community Memorial Foundation

<http://www.cmfdn.org/>

CMF has announced an important addition to its grant application process. Beginning with the spring 2018 grant cycle, submission of an online letter of intent (LOI) will be the first step for many organizations seeking a grant from the Foundation.

5 Interesting Videos That Promote Legacy Giving

tinyurl.com/y8umm7c2

Whether you're looking to start a legacy giving program or enhance your current program, these videos can give you some practical ideas.

Financial Management Resources

www.strongnonprofits.org

The Wallace Foundation and Fiscal Management Associates (FMA) have created StrongNonprofits.org, a website with resources covering all aspects of nonprofit financial management. Resources are organized into five categories: Overview, Planning, Monitoring, Operations, and Governance.

Top 20 Fundraising Books

topnonprofits.com/books/fundraising

Top Nonprofits asked 10 of the individuals/teams on their Top Nonprofit Blogs list, who specialize in fundraising, to provide a list of their top fundraising books. The books with the most votes are ranked first. They hope you find some new gems in the process.

Share your resources:

Do you have favorite resources you would like to share with *Cultivate* readers? Please email them to jillm@elm-hurst.edu. ●

Building Our Membership

Do you have a colleague that could benefit from the education, networking and career enhancement opportunities that WSPN has to offer? Please share with them all of the benefits that this group of over 200 members has, and encourage them to join for the reasonable price of \$40 per year.

Our members are important to us, and we are always looking to meet the changing needs of the professionals in our area.

Thank you,

Courtney Simek, membership chair
csimek@seniorhomesharing.org

Become a WSPN member:

Check out www.wspnonline.org to learn more about WSPN benefits including our monthly educational events, job opportunities and scholarship information.

Join online or by downloading a membership application at www.wspnonline.org.
Non-transferable dues are \$40 per year.

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 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.

The argument kept escalating and I could see I was on a flight going nowhere fast. I got the flight attendant's attention and asked, **"What can I do to help?"** A young man across the aisle from me said the woman was saying that her medication was in the bag and she couldn't be without it. Since the young man was obviously bilingual I asked him to tell the woman she could trade seats with me and that would enable her to put her bag underneath the seat in front of her.

Problem solved. The woman and I traded seats and we were on our way to Dallas. The flight attendant was now seated directly across from me in the jump seat. For the next several minutes after takeoff she vented her frustration, telling me about all the kids running in the aisles and how their parents needed to get them in their seats and how the woman couldn't understand English and yada, yada, yada.

I played the role of therapist and talked her down off a 20,000 foot ledge, repeatedly assuring her that everything was going to be all right. She finally calmed down, got her mind right and managed to get through the flight without further incident. American Eagle owes me a free ticket for serving as their in-flight counselor.

The flight attendant could have resolved the issue easily. On a flight going from Garden City to Dallas, I'll bet a third of the passengers are going to be Hispanic. Of those, several are going to be bilingual. When she realized there was a language barrier all she had to do was ask, "I need help understanding a Spanish speaking passenger. Is there anyone who can translate for me?"

The two people lecturing the flight attendant on how badly she was treating the woman didn't help the situation—they only helped escalate the situation.

The situation started deescalating when I asked, **"What can I do to help?"** I didn't know what I could do but I dang sure wasn't going to sit there and do nothing. The young man who ended up translating was one of the passengers

who lectured the flight attendant about being mean to the woman. He could have offered to help instead of lecturing.

There are those who make things happen, there are those who watch things happen and there are those who wonder what happened. It's easy to criticize. And unfortunately that's all some people do. As a consultant, I see it all the time. People complain that things need to change. Yet, they could be the change they'd like to see. Then there are those who complain about change.

“Any fool can criticize, condemn and complain,” said Dale Carnegie. “And most fools do.”

It's amazing how many problems can be resolved when we decide to be part of the solution instead of part of the problem. We all need to remember the power of those six magic words, **"What can I do to help?"**



As managing partner of Purpose Unlimited, Jim Whitt helps people and businesses reach their full potential. *Reprinted from the Purpose Unlimited E-Letter: For a free subscription, go to PurposeUnlimited.com. Copyright ©2014 Jim Whitt Purpose Unlimited.* ●

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Hope You Are Ready (continued from page 1)

- **Recency, Frequency, and Monetary (RFM) Analysis** of giving for the last three to four years. There are a lot of references to the RFM process available on the internet, but we found the easiest to understand—with step by step instructions on how to perform the analysis—is at RFM Instructions, www.tinyurl.com/yah7xe2l, which is a PDF created by WealthEngine.

Why these two tools?

The Fundraising Effectiveness Program (FEP) creates a series of reports that benchmark our progress against others in our field. We can compare our results to national organizations, organizations in our sector and size, and find true “peer” comparisons for our work. When used year to year, these reports can show progress (or areas to improve) that are standardized for comparisons. The templates are all there and the intelligence they provide are strategic and informative. The suite of reports also includes the opportunity to create some “what-if” scenarios (Growth in Giving Reports) targeted to various giving levels and donor segments. These reports allow us to look at the areas requiring improvements and determine outcomes we could achieve if we focused attention and resources on those areas. And, it’s free!

A Recency, Frequency, and Monetary (RFM) Analysis identifies and quantifies those donors who are most important to us and those donors that present opportunities to re-engage or improve in relationship to mission. This requires some time and effort on your part, but the investment of effort is well worth the time involved in undertaking the analysis. On the simplest level, the analysis helps us to determine with whom and why we need to spend time and resources engaging certain donors in the upcoming year. We can determine simple donor categories and donor segments to use in the upcoming solicitation cycles that are based upon proven donor results and actions. With a little more thought and creativity, a properly done analysis becomes our script for all our actions in the upcoming year including annual fund, major donor effort, planned giving, prospecting and events. We can set targets, engagement strategies and other actions based upon the donors proven relationship to our mission.

If you are familiar with and use these two tools, please write to me and let me know of your experience.

If these are new to you, please add them to your toolbox and use them. They really will make a difference in your work this coming year.

Hope you are ready! It is time for FEP and RFM!

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Thom M. Digman is a Principal of The Digman Network, founded in 2004, a full-service Advancement Advisory and Consulting firm specializing in mission-driven nonprofits. Their services maximize an organization’s strengths while respecting its unique mission, charisma, aspirations and needs. They focus on the fundamentals that are grounded by their professional principles, experience learned throughout long careers in business, public service and philanthropy, and informed by multiple and varied engagements. ●

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West Suburban Philanthropic Network Programs



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.

Thursday, Dec. 7

Time: 4 - 7 p.m.

Location: Ellyn's Tap & Grill, 940 Roosevelt Rd, Glen Ellyn, IL 60137

Thursday, Jan. 18

Topic: How to Get Press Coverage For Your Nonprofit

Presenters: Eric Tatro, Senior Manager, Global Communications, Baxter International
Deb Newman, Owner, Deborah Newman Marketing/Communications

Location: Easter Seals DuPage & Fox Valley, 830 S. Addison Ave., Villa Park, IL 60181

Thursday, Feb. 15

Topic: Benefit Bootcamp: 30 Ways to Increase Revenue, Reduce Costs and Make Your Event Awesome

Presenters: Renee Jones, CAI, ReneeJones.com

Location: TBD

Save these dates, too. More details to follow.

Mar. 15 • April 19 • June 21 (**Funders Panel**, back by popular demand!)



Tuesday, May 22

LOCATION: Abbington Distinctive Banquets, 3S002 IL Route 53, Glen Ellyn, IL 60137
Networking begins at 11 a.m., luncheon follows. Reservations begin in February—\$50 per person or \$500 for a table of 10. Sponsorship opportunities are available from \$500 to \$5,000.

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