



The Utah Fund Raiser

Quarterly Newsletter for the Utah Society of Fund Raisers

September 2009

USFR FALL LUNCHEON Thursday, September 24, 2009 Grand America Hotel

Registration begins at 11:30 a.m.
Program & Luncheon from 12:00- 1:30 p.m.



The Vital Role of the CEO in Fund Raising

Presented by **Randall J Olson, M.D.,**

Chair, Department of Ophthalmology and Visual Sciences,
and CEO, University of Utah, John A. Moran Eye Center

Engaging your CEO in the task of fund raising can be challenging. Their responsibility is to ensure the sustainability of your organization, and often their role in the fund raising process can be buried in a long “to-do” list. So, how do we engage this important leader? How can we leverage their leadership to build our campaigns?

Our featured speaker for the Fall 2009 USFR Luncheon is Randall J Olson, M.D., Chair of the Department of Ophthalmology and Visual Sciences, and CEO of the John A. Moran Eye Center

at the University of Utah. He is the author of more than 300 professional publications and a worldwide lecturer. The John A. Moran Eye Center is a result of the philanthropic undertaking of the University of Utah Department of Ophthalmology and Visual Sciences. Under the direction of Randall J Olson, M.D., the department advanced from a surgical division in 1979, to a full department in 1981. Through the bold leadership of Dr. Olson, the department grew from an 82,500 square foot ambulatory care facility in 1993, to a new 210,000 square foot research and patient care center, completed in 2006. Over the last 30 years, Dr. Olson has raised millions of dollars in private support of his vision to build a world-class facility and research team with the ultimate goal of eradicating blinding diseases forever.

The Moran Eye Center is the largest eye care and vision research center between Texas and the West Coast and one of the top centers in the world. Through his involvement in numerous fund raising endeavors, involving the Moran Eye Center, Dr. Olson has a unique perspective about the role of the CEO in fund raising. His discussion will inspire others and remind us all that fund raising leadership starts at the top!

Join us for what is sure to be an exciting presentation filled with valuable insights and strategies for success. Bring your CEO, Executive Director, Board Chair, Development Director, and any other leader in your organization who will benefit from this presentation.

Cost: \$25 members / \$50 non-members

Parking is complimentary

Please register online at www.usfr.org.

**USE YOUR
VOUCHER TO
BRING A GUEST!
(see page 6
for details)**

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Visit the USFR website at www.usfr.org
for additional articles, resources, tips, and more...



Mix together 250+ fund raising professionals
from across Utah and the West.

•
Add two incredible keynote speakers, 12+ breakout
sessions and a healthy serving of useful tips and tricks.

•
Stir together with a pinch of humor, a healthy dose of fun
and a dash of hope.

•
Let sit for one day.

•
Don't miss the 2010 Fund Raising Day Conference
Recipe for Success!

Whether you're just beginning or a Master Chef, this
biennial conference will sharpen your development skills
and help you find just the right recipe for your success.

Mark your calendars for April 21, 2010.

Early-bird member registration \$175
through March 31, 2010

We hope to see you there!

~ USFR Fund Raising Day 2010 Planning Committee



The Utah Fund Raiser
is the quarterly newsletter of the
Utah Society of Fund Raisers
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Articles, information, and
photographs
from members are welcome.

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dandersen@westminstercollege.edu

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dues are \$50.**

For more information
about how you and
your organization can benefit
through membership in USFR,
log on to our website at
www.usfr.org.

Utah Society of Fund Raisers
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**For additional information,
please contact:**
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Greetings USFR Members,

Last year, leadership of USFR worked diligently to expand and improve our organizational infrastructure. We developed new areas of board oversight with talented sub-committees to enhance succession of the board, improved our bookkeeping and accounting practices, expanded our efforts to increase and serve membership, and raised the professional level of luncheon programs. It was a successful year, and I feel confident saying that all of us are energized and excited about the work being accomplished.

During our June board retreat, we participated in a visioning process to determine our direction and goals for the year. The vision we created is that **“USFR be essential to the professional advancement of its membership statewide.”** In accordance with this new vision, we will continue to refine our efforts to enhance the on adding *quality* of services we provide you.

We aim to provide you with the *best* fund-raising resources we can for your professional development—resources that are educational, accurate, easy to find, important and valuable—through our luncheon speakers, conferences and workshops, website, and newsletters.

We pledge to bring you the best and most knowledgeable speakers for our luncheons and our forthcoming Fund Raising Day 2010 Conference. We also know the importance of networking, and we will find additional opportunities for you to engage with each other in enjoyable and meaningful ways.

This year, we will also develop our efforts to serve more members statewide. I am pleased to announce that Anne Asman, board member at large, has agreed to take on the role of CFRE Liaison and Rural Outreach Chair. With her ideas and leadership, we will determine the right infrastructure needed to expand our reach and support to members throughout Utah. In addition, beginning with the Fund Raising Day Conference in April 2010, USFR will offer continuing education credits toward a Certified Fund Raising Executive (CFRE) designation (www.cfre.org) for those seeking this credential for their professional development.

On a final note, let me say that we are always looking for volunteers for our programs, committees, and services. Personally, volunteering with USFR since 2006 has been very rewarding and one of the best networking opportunities I've ever experienced. We have an abundance of skill and talent in our membership, so please contact Diane Parisi (or any of the board) to volunteer to serve on one of our committees. We would love to have you join us!

Also, let us know your ideas for providing more *quality* to USFR. We want your input: what you like, what works, what to improve, etc.

I look forward to a fabulous year serving USFR!

Warmly,

Renee

Renee Krebs
President and Board Chair
Utah Society of Fund Raisers

**USFR is on Facebook!
Become a fan!**

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

FUND RAISING DAY 2010

Aimée Dunsmore
Development Director
Utah Arts Festival

As Chair of USFR's 2010 Fund Raising Day 2010, I am excited to announce our breakfast keynote speaker, Laura Fredricks, an expert fund raising consultant, international motivational speaker and best-selling author.



Laura Fredricks

Laura is the author of “The Ask: How to Ask Anyone for Any Amount for any Purpose,” and “Developing Major Gifts: Turning Small Donors into Big Contributors.” In addition to being an author and professor, in her most recent position she served as Vice President for Philanthropy at Pace University in New York, NY, where she raised over \$92 million in six years for Pace’s Centennial Capital Campaign.

Since 1994, Laura has regularly taught courses in fund raising trends, annual fund, major gifts, planned giving, and special events and capital campaigns on both a certification and master’s degree level. She has trained numerous boards and CEO’s to utilize their business and leadership skills to raise money and has worked with small and large development staffs and volunteers to help them function as a cohesive fund raising team. ●

Don’t miss the opportunity to cultivate your
Recipe for Success!

Plan to attend the 2010 Fund Raising Day 2010 on April 21, 2010. **Early-bird member registration \$175 through March 31, 2010**

For more information about the upcoming Fund Raising Day 2010 and our scheduled speakers, visit:
www.usfr.org

KNOWING WHEN YOU HAVE PROVIDED ENOUGH INFORMATION TO A FUNDER

David Jensen, CPRW, CARW, CEIP
Ascension Writing Services

One of the challenges you face when creating the problem statement in your grant proposal is knowing when you have provided enough information to convince your reader that your need can only be solved through grant funding. Grant applications have strict page limits that regulate the amount of information you can include. Many funding organizations have moved their application process online which further limits how much information you can provide. Therefore, it’s critical that you provide the necessary information before you run out of space.

Applicant’s History and Background of Problem

Funders need to know your history to determine if you are established and committed to your purpose. You don’t need to go into lengthy detail—just explain who founded your organization and when. From there, include a brief background statement about the problem that compelled the founders to start the organization. Remember to focus on only the information that is relevant to the particular funding organization. What specific service will their donation support? This is especially important if your organization has multiple purposes.

Who is the Applicant’s Constituency?

Here you need to explain about the people you serve, their environment, and you constituency’s geographical location. This is necessary to ensure that the funder covers that region. Numbers and statistics are important in this section. Include the number of people (or families) affected by the problem. If economical factors apply, include the average income of the population. Then, you need to cite the number of individuals who are not served due to your organization’s financial constraints.

To ensure that you have provided enough information for your target funder, make sure you provide the most critical information and hard data early in your narrative sections. This includes information about your constituency’s environmental conditions, economical factors, and statistics about how many more people you can serve with the proper funding. Providing this information shows the funder that you thoroughly understand the problem and why your organization is best suited to resolve it. ●

BENEFITS OF GIVING YOUR TIME & EXPERTISE

Diane Parisi

Director of Development

Pioneer Theatre Company

There are lots of things we *want* to do and *should* do, yet never seem to find the time to actually do. Volunteering should not be one of them. Consider some of the benefits of giving your time and expertise, volunteering can:

- ◆ re-energize your personal and professional skills
- ◆ increase your visibility among your peers
- ◆ provide you a sense of accomplishment

Currently, there are volunteer opportunities available on the Communication, Programming, and Fund Raising Day committees for USFR. For more information on how you can make a difference, contact Diane Parisi at 801-581-6960, or email at diane.parisi@ptc.utah.edu. ●

USFR Membership Benefits

Career Enhancement & Professional Education

Quarterly training sessions and annual conferences keep your skills on the cutting edge with discounted registration for members.

Mentoring Program

Receive individual advice from seasoned fund raisers tailored to help you reach your professional and personal goals. Or serve as a mentor and inspire others in our profession!

Online Membership Directory

Get input, feedback, and advice from your peers.

Online Resource Directory

Offers information on professional education, links to networking groups, and organizations that provide services to the fund raising community.

Quarterly Newsletters & Insider E-mails

Stay up to date on professional news, issues, education, trends, and receive monthly job postings via email.

CFRE Training & Testing

USFR offers continuing education credits toward a Certified Fund Raising Executive (CFRE) designation for those seeking professional credentials.

Non-Profit Event Calendar

Coordinate the scheduling of your events with the rest of the fund raising community.

Guest Voucher

With your membership, you receive one voucher that allows you to bring a non-member guest to one of our quarterly luncheons at the member price.

Please visit our website for more information www.usfr.org.

UTAH PHILANTHROPY DAY LUNCHEON 2009

Debbie Mintowt

Director of Development

Children's Miracle Network



On Tuesday, November 17, 2009, from 11:30 a.m. to 1:30 p.m., the Utah Society of Fund Raisers and the Utah Nonprofits Association will honor Utah's philanthropic and volunteer leaders by presenting them with awards at a gala luncheon. Please join us in celebrating these awardees who have inspired other individuals and organizations to spread the impact of community giving. The luncheon will be held at the Little America Hotel. Register early, as attendance is limited to 800 people. ●

We are pleased to announce this year's honorees:

Kem C. and Carolyn Gardner

Philanthropic Leadership Award

Carol and John H. Firmage, III

Next Generation Spirit of Giving Award

Sorenson Legacy Foundation

Foundation Spirit of Giving Award

Smith's Food and Drug Stores

Corporate Spirit of Giving Award

Alexandra Parvaz

Outstanding Young Volunteer Award

Jeanne Christensen

Norma Matheson Award for an Outstanding Volunteer

For more information or to register, please visit: www.utahphilanthropyday.org!

NEW MEMBER BENEFIT – GUEST VOUCHER

Nancy Brown

Director of Development

Salt Lake Community College

This year, every current USFR member receives a voucher that allows you to bring a guest to one USFR luncheon at the member price. Please take advantage of this additional membership benefit by bringing colleagues, volunteers, board members, and professional associates to our luncheon events. Our membership represents an impressive variety of community organizations that advocate for worthy causes in our communities. USFR remains focused on providing meaningful training and networking events that enhance the professionalism and effectiveness of fund raisers throughout the state. Combined with our other member benefits, the guest voucher program is designed to enhance the experience of USFR members. The guest voucher is valid for one year beginning September 1, 2009. ●

ACCOMPLISH THE IMPOSSIBLE

Ashlee Rauzon

Director of Advancement Events

Westminster College

I am willing to wager that every event planner has felt like the character Andrea Sachs from the book “The Devil Wears Prada” at some point in their career. There are circumstances that arise during events that are as comical and stressful as the demands placed on her throughout the book. In one instance she is ordered to scour NYC to find the unpublished Harry Potter book for her boss’s twins. She is told not to return if unsuccessful. Like Andrea, event planners are often expected to accomplish the impossible. As Michael Caine said “Be like a duck. Calm on the surface, but always paddling like the dickens underneath.”

Most events are not quite as dramatic; although there are highly tense moments where you need to act quickly. The guests should never know of a problem. It is your job to ensure their good time. During one particular event I failed to bring the gift for the guest of honor. The presentation was taking place in 10 minutes and it was expected to be there. My colleague threw off her heels and booked it to my car. She returned within 5 minutes; I think she sprinted as if she were finishing the Olympic 1600 meter. Event planners have the responsibility to make everything appear as if it is running smoothly—even if behind the scenes it is not.

Poor planning can be stressful for everyone involved; not just the planner. Unsystematic planning can create a chaotic atmosphere where the guests, your volunteers, and you are left with a very bad taste. Mistakes during events happen inevitably. As an event planner it is imperative to brainstorm and be quick thinking in resolving a problem. Hopefully these few tips can help you avoid some event mishaps:

- Early in the planning process create a comprehensive step by step guidebook of the event. Flush out each detail and then disperse the expectations of the event to everyone involved.
- Involve everyone early. Make sure each person understands the purpose, and the desired outcome.
- A week before the event give the guest list to all people involved. This should include a small “bio” and picture (if you can find one) of the attendees; especially if they are new to your organization.
- Name tags are a must. This will keep your team from guessing and hopefully prevent any unnecessary anxiety.
- You will also want to give your presenter a time-line, detailed---down to the minute they are to speak and who will prompt them.
- The day/night of the event bring copies of the time-line, guest information, and anything else that could be helpful. Distribute as necessary, and make sure there is a copy of all pertinent information at the podium for the speaker.
- Be the first to arrive at the event. Make sure that everything is set as far in advance as possible. This will give you a cushion for any of those issues that may arise.
- Don’t relive the same mistake twice—de-brief about positive and negatives.

Hopefully with the support of others, great planning, and a dose of luck, your next event will go off without a hitch. ●



Want to submit an article for the next USFR newsletter? We welcome any submissions from our membership and encourage you to submit an article for our next issue in December. If you are interested, please email Devra Andersen at dandersen@westminstercollege.edu



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is a professional organization committed to serving the fund raising profession in Utah through education, annual conferences, networking opportunities, trend updates, and many others services.

For more information about how you and your organization can benefit through membership in **USFR**, log on to our website.