



Advancing Ethical and Effective  
Fundraising Worldwide

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## **New Professionals Affinity Group**

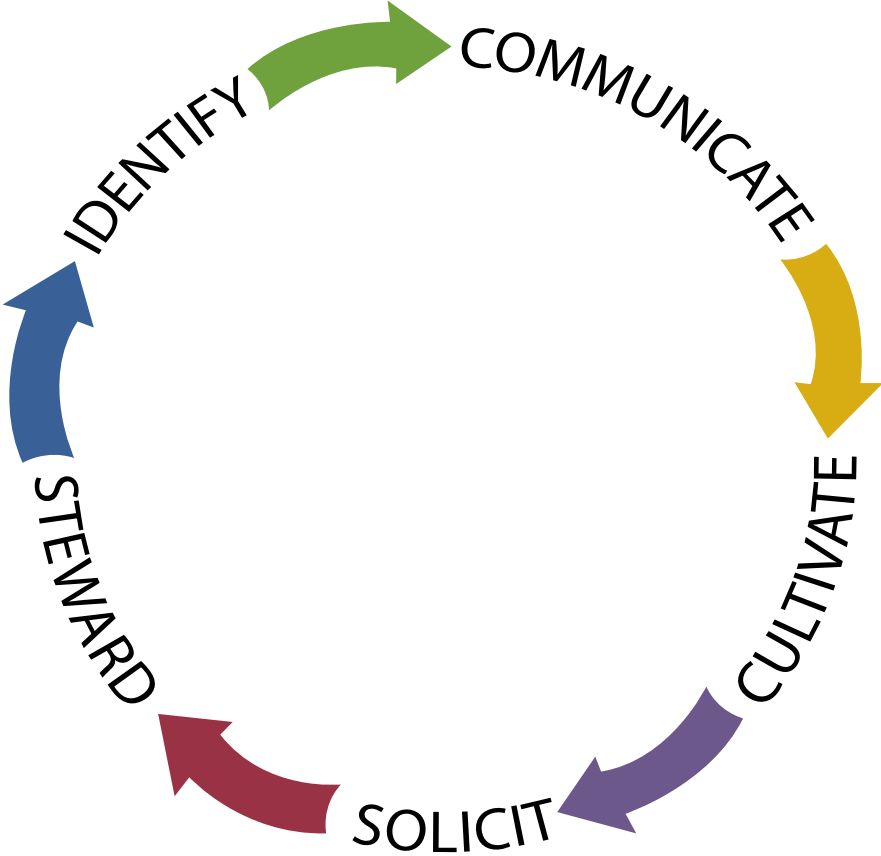
**October 18, 2011**

## **Mastering the Development Cycle**

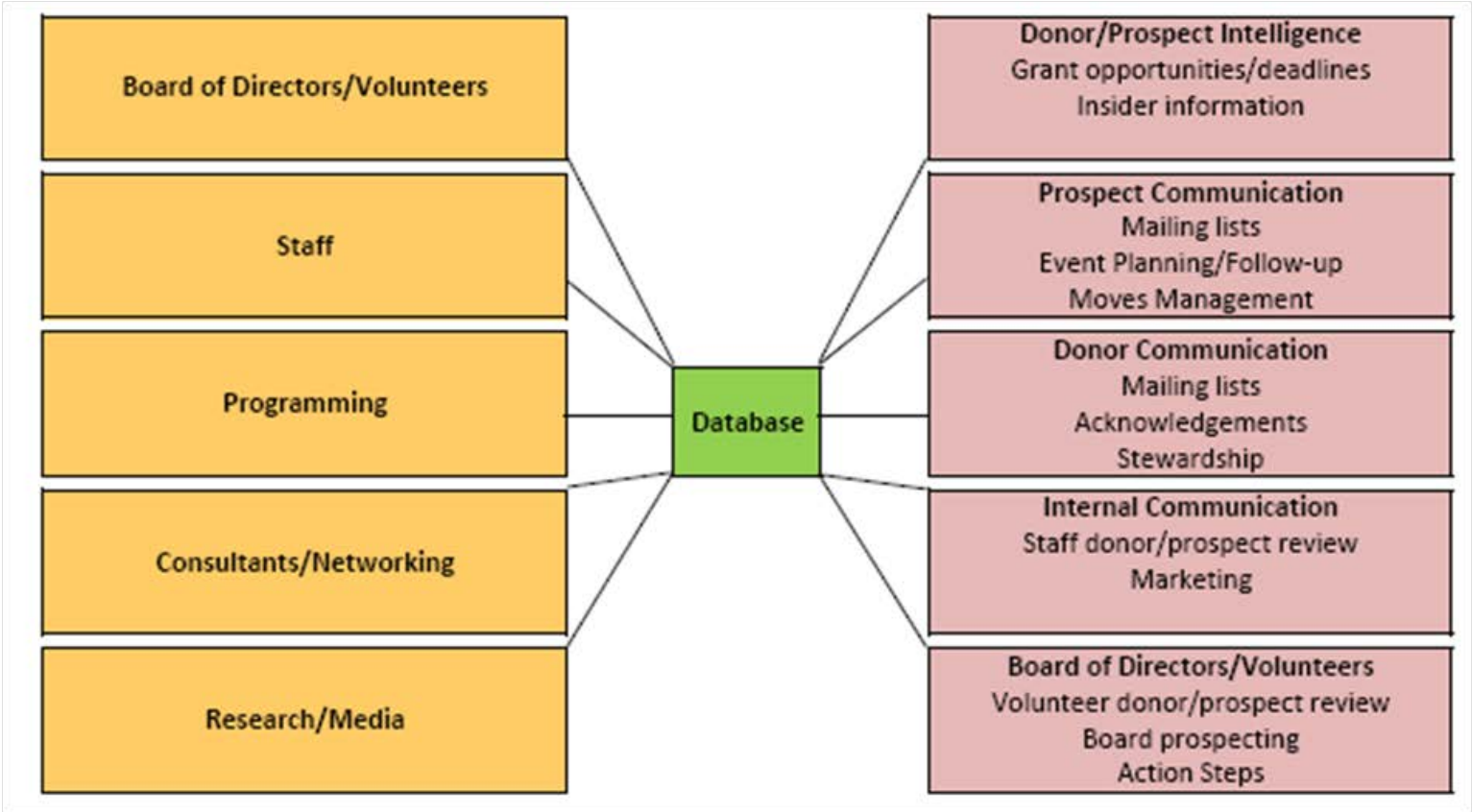
**Sponsored by:**



# The Development Cycle



# Data Flow Chart



# Stewardship Plan

## Donors \$1-\$249

- Pre-Printed thank you card from the Dean
- Thank you letter from a Dean's Fellow (these are juniors and seniors in the Belk College)
- Form thank you letter from Assistant Director of Development
- Thank you phone call from a Dean's Fellow

## Donors \$250-\$749

- Pre-Printed thank you card from the Dean
- Thank you letter from a Dean's Fellow
- Thank you phone call from a Dean's Fellow
- Handwritten thank you letter from Assistant Director of Development

## Donors \$750-\$999

- Pre-Printed thank you card from the Dean
- Thank you letter from a Dean's Fellow
- Thank you phone call from a Dean's Fellow
- Handwritten thank you letter from Director of Development

## Donors \$1,000 +

- Thank you letter from a Dean's Fellow
- Thank you phone call from a Dean's Fellow
- Handwritten thank you letter from Director of Development
- Handwritten thank you letter from the Dean
- Thank you phone call from Alumni Advisory Council member to non corporate donors Invitation to Dinner with the Dean held annually in the Spring

## Matching Gifts Corporations and Foundations

- Yearly thank you letter in June/July

## Birthday Cards

- Sent to all Business Advisory Council Members signed by the Dean
- Sent to all prospects by respective Development Staff member

## Holiday Cards

- Season's Greetings cards sent to all Belk College advisory board members and \$1,000 plus donors from the Dean
- Happy New Year cards sent to all Belk College advisory board members and \$500 plus donors from the Development team
- Holiday chocolates sent to all advisory board members

## Stewardship Events

- Fall: Donor Impact Lunch, to bring scholarship donors and recipients together
- Spring: Dinner with the Dean, to recognize all donors of \$1,000+ for the fiscal year

*Letters are sent to both attendees and non attendees after each event (thank you for coming/we missed seeing you) and pictures are included of attendees*

## Communication Pieces

- bcc: Belk College Connects magazine produced twice yearly
- Bi-monthly alumni e-newsletter

# Do you know about the many AFP member benefits and opportunities based on your level of experience within the profession?

Membership has its privileges—it also affords you many opportunities to grow within the profession and in your career. The Association of Fundraising Professionals (AFP) provides a wealth of services, products and programs to fundraising practitioners. Many of our 30,000 members take advantage of them regularly ... *Shouldn't you?*



[WWW.AFPNET.ORG](http://WWW.AFPNET.ORG)

THE ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

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The Association of Fundraising Professionals (AFP) provides a wealth of services, based on your level of experience within the profession. Many of our nearly 30,000 members take advantage of them regularly ... Shouldn't you?

- **Code of Ethical Principles and Standards**—In an era of greater accountability, AFP offers the only enforceable code of ethics for fundraisers. The AFP Ethics Committee carries out the enforcement process if there is an alleged violation of the code that is supported by a formal complaint and sufficient documentation. An AFP team of ethical advisers is available to answer your questions and/or address your concerns.
- **Professional networking**—Whether meeting with peers from around the world at the **International Conference on Fundraising**, the **Hemispheric Congress**, **Leadership Academy** or with your colleagues through **chapter meetings and programs**, AFP membership introduces you to other fundraisers who can enhance your skills and expand your knowledge of the profession.
- **NEW! The AFP Information Exchange: In-Depth Guidance From Your Peers**—The AFP Information Exchange, an exclusive benefit for members, offers white papers on valuable guidance in fundraising. Two new papers are added each week.
- **AFP's Toolkits for Fundraisers**—The **Job Seekers Toolkit** focuses on finding the right job and features advice and services to help you carry out a successful job search and land on your feet in a rewarding new position. With the **Survival Kit for Fundraising in a Bad Economy** you can better cope in a tumultuous economy that presents unique challenges for nonprofit fundraising. AFP has compiled a toolkit of resources to advise and guide member fundraisers in tough economic times.
- **The AFP Resource Center**—AFP staff members are available to answer any questions you might have on a wide range of topics, from gift acceptance policies to donor and board development.
- **NEW! afpnet.org**—A wealth of information and resources for fundraisers is at your fingertips on the AFP website, from the online **Job Center**, **AFP Member Directory** and online **Directory of Consultants**, to the online bookstore, discussion groups and much more.
- **Advancing Philanthropy magazine**—This award-winning publication is the leading idea and strategy magazine for the fundraising and nonprofit professional delivered to members bimonthly. Now available in eco-friendly digital format giving members the ability to conveniently access the entire magazine online, scroll through it page by page, as well as bookmark, download and print favorite articles and back issues. Link directly to additional resources from each article and connect instantly to advertisers to learn more about resources to help you do your job more effectively.
- **AFP Newsletters**—AFP's award-winning, members-only weekly online publication, *eWire*, contains news, information, links to job postings and much more! *Te Informa*, a quarterly Spanish language newsletter, and *Kaleidoscope*, focused on topics of diversity, are also provided free to members.
- **International Conference on Fundraising**—AFP's annual conference offers more than 150 education sessions, the Marketplace on Fundraising and Philanthropy, motivational conference plenary speakers, the AFP Awards for Philanthropy Banquet, networking events and many other opportunities that only an international conference can provide.
- **Educational opportunities**—In addition to the annual conference, AFP offers the **CFRE Review Course** (online and classroom setting) the new **Fundamentals of Fundraising** and **Web/Audioconferences**. Also, AFP has partnered with great organizations such as the **Stanford Social Innovation Review**, **Boston College—Center on Wealth and Philanthropy** and the **Institute of Fundraising** to offer high-level programming. At the local level, chapter programs and educational conferences are available at discounted rates.
- **Government relations and advocacy**—AFP continues to advocate for charitable incentives such as the IRA Rollover provision, as well as oppose overly burdensome charitable reforms that would deter charitable giving. In Canada, AFP has worked on tax incentives for charitable giving and issues such as the national do-not-call list. AFP also is actively pursuing media coverage favorable to, and information about, the philanthropic process.
- **Research**—AFP provides members with free access to **Research Council Think Tanks Reports**, the annual **AFP Compensation and Benefits Study**, as well as the **AFP State of Fundraising Report** issued in conjunction with the international conference.
- **Certification**—In addition to member discounts for the CFRE program, AFP administers the advanced-level ACFRE credential.
- **Free Member Downloads of AFP Ready Reference Series**—As a benefit and service to help fundraisers through the current challenging economic environment, AFP is pleased to offer all nine of its *Ready Reference* volumes FREE to all members. The booklets include many how-to tips, step-by-step instructions, and insights into specific aspects of fundraising and philanthropy.

**For a closer look at your many AFP member benefits, visit the AFP website at [www.afpnet.org](http://www.afpnet.org) and log in to the Member Gateway. For more information, please contact AFP at 800-666-3863 (U.S. and Canada), 866-837-1948 (Mexico) or 703-684-0410.**



# The AFP Professional Development Plan for Fundraisers ([www.afpnet.org](http://www.afpnet.org)) – January 2011

**Level of Experience**

Entry

1 year

2 years

3 years

4 years

5 years

10 years +

**Certification**

[AFP Professional Certificate Program \(Under Development\)](#)

[CFRE Credential](#)

[ACFRE Credential](#)

**Ongoing Professional Development**

[AFP Web/Audioconferences](#)

[Ethics Workshop & Ethics Assessment Tool \(Under Development\)](#)

[AFP/SSIR 6<sup>th</sup> Annual Nonprofit Management Institute](#)

[AFP International Conference](#)

[AFP Chapter Programs](#)

[AFP Knowledge Areas & Curriculum Framework](#)

[AFP Leadership Academy \(Invitation Only\)](#)

[AFP/Tecnologico de Monterrey Professional Development and Fundraising Diploma](#)

[AFP Research Think Tank](#)

[AFP Faculty Training Academy \(Invitation Only\)](#)

[AFP 7th Hemispheric Congress on Fundraising](#)

**Training Courses**

[AFP Fundamentals of Fundraising Course Classroom \(New\)](#)

[AFP First Course In Fundraising Independent Study](#)

[AFP Making a World of Good© - YIP High School Curriculum](#)

[AFP CFRE Review Course Classroom & Independent Study](#)

**Products**

[AFP Financial Communication for Fundraisers – Accounting Comes Alive Modules/Webinar](#)

[AFP Ready Reference Series](#)

[AFP Fund Development Series](#)

**Services**

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[AFP Resource Center](#)

[AFP Hot Topics - Overviews of Key Fundraising Areas](#)

[AFP Online Card Catalog](#)

[AFP Fundraising Dictionary](#)

[Fundraising Effectiveness Project \(FEP\) – Planning to Keep Your Donors Module](#)

[AFP Online Speaker Database \(Under Development\)](#)