

## Chapter Dates

### May 20

11:45 to 1:30 p.m. **Chapter Luncheon:** *Asking for the Gift: The A to Z of Successful Personal Solicitations.* Speakers: Sharon Svensson, CFRE, and Carol Eddy. **Workshop** follows at 1:45 p.m. FREE. Details are in article on page 1. To register, see back page.

### June 17

11:45 to 1:30 p.m. **Chapter Luncheon & Workshop:** *How Donors, Boards and Public Benefit Corporations Can Transform Communities.* Speaker: Kay Sprinkel Grace, CFRE and organizational consultant. **Workshop** at 1:45 p.m. (additional fee: \$25 for members; \$35 for nonmembers).

## Mark Your Calendar

2003 Chapter Meetings will be held  
**Third Tuesdays**  
at Lou's Village Restaurant\*  
1465 West San Carlos  
between Meridian and  
Highway 880, San Jose  
\*Unless otherwise noted

Chapter Web Site:  
[www.afpsv.org](http://www.afpsv.org)

## Make Sure to Mark Your Calendar for the May 20 Luncheon

### Asking for the Gift: The A to Z of Successful Personal Solicitations

Now more than ever, our Boards and staff members need to generate energy and enthusiasm in our personal solicitations. This approach has the greatest potential to secure the future of all organizations, whether large or small.

Fundraising Professionals, Sharon Svensson and Carol Eddy, will walk you through the critical A-Z steps of effective personal solicitations — from picking the prospects to telling the donor how you spent their gift. They'll share their practical experience on ways to bring in more gifts while also putting the "fun" back into fundraising.

Here are just a few of the A-Z steps that will be covered:

- H** Match-make prospects with solicitors
- K** Figure out the best way to get the appointment
- O** Rehearse the visit in advance
- U** Discuss payment options
- X** Send a handwritten note the next day

**You won't want to miss the FREE workshop following the luncheon (starting at 1:45 p.m.)** Sharon and Carol will lead participants in exercises to practice some of these steps with each other and discuss ways that work. Past

participants tell us that this part is the most useful and fun! We hope that you will leave ready and eager to ask for more gifts for your organization.

**Sharon T. Svensson, CFRE,** is President of

Essex & Drake Fund Raising Counsel. This year, Sharon was selected "Outstanding Professional Fundraiser" by the Silicon Valley Chapter of the Association of Fundraising Professionals.

She served four years on the Board of AFP Silicon Valley, participated on panels for AFP conferences, lectured at monthly AFP meetings, and taught CFRE preparation classes.

In her past role as Director of Development, Sharon worked with Board members to create personal fundraising plans that resulted in every Board member being actively involved in fundraising and increased contributed income by 350%.

Her community volunteer life includes serving on the San Jose City Arts Commission and



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## REMINDER: New location for AFP Monthly Luncheon Meetings!

In March, the AFPSV Board voted to have the monthly meeting held at Lou's Village restaurant in San Jose off of West San Carlos between Meridian and highway 880. Lou's is easy to get to, has free parking and our luncheon cost will be able to remain the exact same. Directions to Lou's can be found at: [www.lousvillage.com/contactus.html](http://www.lousvillage.com/contactus.html)



*Advancing Philanthropy through  
Education, Training, and Advocacy*

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### Technology & Info Systems Chair

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## May Luncheon Program

*Continued from page 3*

working with the Santa Maria Urban Ministry. She is currently a member of the El Camino Real Diocese Foundation Board which is assisting 47 churches create legacy programs.

**Carol Eddy** is a Principal with Essex & Drake Fund Raising Counsel and assists Essex & Drake clients with nonprofit management. She particularly enjoys training and coaching Board and staff members in building their confidence and learning the skills of "fearless fundraising" in personal solicitations for major gifts and fundraising, including capital and annual campaigns.



An active workshop leader, Carol regularly presents seminars and training sessions for nonprofits and funding agencies. Each fall and spring she leads a number of Roundtables presented by Essex and Drake and has also conducted training sessions for the United Way, AFP, and other service organizations. She holds degrees from Indiana University, where she was elected to Phi Beta Kappa, and from the University of Texas-Dallas.

## Apply Now for The Intuit Foundation's Nonprofit Financial Impact Initiative

The Intuit Foundation announced the launch of a new grantmaking program for eligible public benefit corporations (those that work in economic development, micro-enterprise, or financial literacy, which serve low-income or underserved communities, with budgets of \$3 million or less, and are located in Santa Clara, San Mateo, or San Francisco counties.) Five agencies will each receive \$40,000 in funding and services. The application deadline is May 16<sup>th</sup>. For more information go to: [www.cfsv.org/intuit.html](http://www.cfsv.org/intuit.html)

## Are Budget Cuts Affecting Your Training? Apply for Scholarship Funds!

Apply for an AFP Silicon Valley Chapter scholarship today and advance your career into the future! Scholarship opportunities include registration fees for local workshops, certification survey courses, and registration/travel expenses for the annual AFP International Conference.

Also, do you know of someone in a small organization who could benefit from AFP membership but who cannot afford the dues? The Chapter is offering two-year scholarships for inaugural AFP memberships for new fundraising professionals. To be eligible for an AFP membership scholarship, one must meet the following criteria:

- Work full time for a public benefit (nonprofit) organization
- Spend at least 50% of time raising funds for the organization

Never held membership in AFP or NSFRE

Priority will be given to those working in organizations with annual budgets of \$500,000 or less

Membership scholarships will not exceed \$150 per applicant. Individuals interested in scholarships should contact Scholarship Chair, Honey Meir-Levi ([honey@ronaldhouse.net](mailto:honey@ronaldhouse.net)) for further information, or Maurine Killough at [svcadm@rcn.com](mailto:svcadm@rcn.com) for application forms.

## Member Moves Section to Newsletter Coming!

Thanks to an idea brought forward by the AFPSV Senior Series Group, we'd like to create a new "member moves" section in our monthly newsletter to announce and congratulate members who have taken new positions. If you would like to submit your latest "move", please email Barb Larson, AFPSV Newsletter Editor, at [blarson@cfsv.org](mailto:blarson@cfsv.org) by the 22<sup>nd</sup> of each month.

## UPCOMING PROGRAMS

### The Center for Social Innovation at Stanford

#### Philanthropic Investing: Maximizing Social & Economic Value — Thursday, May 8

A panel discussion with:

- Paul Brest, President of the William and Flora Hewlett Foundation
- Jed Emerson, William and Flora Hewlett Foundation Senior Fellow and CSI Lecturer
- Jennifer Vanica, Executive Director of the Jacobs Family Foundation & Jacobs Center for Nonprofit Innovation
- Jim Phills, GSB Professor and CSI Codirector, moderator

#### Nonprofit Board Effectiveness Thursday — Thursday, May 22

A panel discussion with:

- Bob Fisher, Gap Inc. Board of Directors
- John Morgridge, Chairman of the Board, Cisco Systems
- Kavita Ramdas, President and CEO, Global Fund for Women
- Bill Meehan, Chairman of the West Coast practice of McKinsey & Company, moderator

Both events will be held from 6:00-7:30 pm at the Stanford Graduate School of Business, Bishop Auditorium. For directions and parking information, [www.gsb.stanford.edu/news/directions.html](http://www.gsb.stanford.edu/news/directions.html)

RSVP: [www.gsb.stanford.edu/csi](http://www.gsb.stanford.edu/csi)

The Center for Social Innovation at the Stanford Graduate School of Business promotes innovative, effective, and efficient solutions to social problems in the United States and around the world through research, teaching, and community engagement programs.

## New Members

Please welcome our newest members of AFP-Silicon Valley:

#### Melanie Bleyler

*Development Director*  
Lupus Foundation of Northern California  
2635 No First Street, Suite 206  
San Jose, CA 95134  
*Work Phone:* (408) 954-8600 Ext 12  
*E-Mail:* [development@balf.org](mailto:development@balf.org)

#### Robin Caputo

*Manager of Alumni Relations*  
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*E-Mail:* [rcaputo@mitty.com](mailto:rcaputo@mitty.com)

#### Garry Cheney

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San Jose, CA 95111  
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*E-Mail:* [ggcheney@aol.com](mailto:ggcheney@aol.com)

#### Alice Fenton

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San Jose, CA 95113  
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*E-Mail:* [dance@sjdt.org](mailto:dance@sjdt.org)

#### Chris Gennuso

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San Jose, CA 95129  
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*E-Mail:* [chrisingennuso@yahoo.com](mailto:chrisingennuso@yahoo.com)

#### Bettina Kohlbrenner

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San Jose, CA 95112  
*Work Phone:* (408) 437-8328  
*E-Mail:* [bkohlbrenner@emq.org](mailto:bkohlbrenner@emq.org)

#### Brian Perronne

*Vice President & Director of Development*  
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Palo Alto, CA 94304  
*Work Phone:* (650) 498-4942  
*E-Mail:* [brian.perronne@lpfch.org](mailto:brian.perronne@lpfch.org)

#### James M. Roosevelt Jr., MBA

*Foundation Director*  
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#### Bjorn Stromsness

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*E-Mail:* [bstromsness@cfsv.org](mailto:bstromsness@cfsv.org)

A printed directory of all members (including office addresses, telephone numbers, and email addresses) has been distributed to all current members of the chapter. Updates and additions are included in supplements to the directory mailed out periodically through the year. Please email Maurine Killough at [svcadm@rcn.com](mailto:svcadm@rcn.com) with updates.

#### AFP NEWS

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816 East Fourth Avenue  
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Monthly lists of job openings in nonprofit organizations for development professionals are disseminated to Chapter members either as an insert to this newsletter or by email. There is no charge to the listing organization. Job descriptions are only accepted electronically and may not exceed 150 words.

Labels for AFP-SVC's full mailing list may be purchased for one-time use. Call or email for prices.

## Special Thanks to the 2002 Philanthropy Day Awards Sponsors!

AFP Silicon Valley Chapter would like to take this opportunity to recognize and thank our 2002 Philanthropy Day Award Sponsors for their generosity:

### 2002 National Philanthropy Day Sponsors:

- The Skoll Foundation \$10,000
- Applied Materials \$10,000
- Synopsys, Inc. \$10,000
- eBay Foundation \$5,000
- Community Foundation Silicon Valley \$3,100
- The Steve & Michele Kirsch Foundation \$2,500
- Netzel Associates, Inc. \$2,500

### 2002 National Philanthropy Day In-Kind Sponsors:

- *The Silicon Valley/San Jose Business Journal* \$15,000 (In-Kind)
- Michael Kohl — Kohl Photography & Video \$2,500 (In-Kind)
- The Fairmont Hotel in San Jose \$2,000 (In-Kind)

As the 2003 Philanthropy Day Awards Luncheon approaches (mark your calendar for November 20, 2003 at the Santa Clara Marriott), we are seeking sponsorship support for this year's event.

## CARE Act Passed the Senate and Moves to the House

AFP eWire — April 18, 2003

Introduction of the Charity Aid, Recovery and Empowerment (CARE) Act in the House of Representatives could come soon. The legislation, which was approved by the Senate on April 9, contains a number of incentives designed to encourage charitable giving.

AFP has learned that the House version of the CARE Act (it will not have a bill number until it's officially introduced)

Sponsorship opportunities range from \$15,000 to \$5,000. Each level includes an ad and tickets. Depending on the level of support, benefits may include:

- A full-page ad in the *Silicon Valley/San Jose Business Journal* Philanthropy Day insert and mailed to 98,000 subscribers;
- Recognition in the Philanthropy Day event invitation and press releases (Distribution: 3,000);
- Name announced from the stage to the 600 public benefit corporation representatives, community and corporate leaders in attendance;
- Recognition on AFP website;
- Yearlong mention in the AFP monthly newsletter sent to public benefit corporation executives, fundraising professionals and consultants, community leaders, and the press. (Distribution: 3,600).

Philanthropy Day is an excellent opportunity to showcase what a company, foundation or organization is doing to promote philanthropy and volunteerism!

If you are interested in sponsoring, or know a company who may be interested, please contact Christine Jeffers, 2003 Philanthropy Day Co-Chair at [xtine\\_jeffers@yahoo.com](mailto:xtine_jeffers@yahoo.com).



contains a weaker version of the IRA Rollover. Under the House bill, donors could only transfer funds from their IRA to a charity at the age of 70½, and only as a direct gift. The Senate version would allow donors to make such gifts at age 59½, and the funds could be rolled over as part of a planned or deferred gift.

AFP will be working to see if the language of the House bill changed to be more simi-

## Announcing the Launch of the Stanford Social Innovation Review

Published by the Center for Social Innovation at the Stanford Graduate School of Business, the *Stanford Social Innovation Review* provides research, proven practices and provocative opinions on non-profit management, philanthropy and corporate citizenship. The premiere issue features Michael Klausner's provocative rebuttal of Bill Bradley's "time value of money" argument for faster charity; Christine Letts on the reality of engaged philanthropy and Jan Masaoka on the effectiveness trap.

The great news is that AFPSV members will receive a discount off the regular subscription price (\$69). For AFP Silicon Valley Chapter members, the subscription price is \$59. Subscribe today at: <http://gobi.stanford.edu/SSIR/subscribe.asp?promo=AFPSV&dest=home>. Be sure to use the unique promo code "AFPSV".

AFPSV members are also welcome to submit articles to the Stanford Social Innovation Review. They are looking for Op-Eds that are grounded in personal experience. They are also interested in suggestions of innovative organizations to write profiles about in our What Works Section. Send suggestions or outlines for Op-Eds first via email to [editor@ssireview.com](mailto:editor@ssireview.com) For more information, go to [www.gsb.stanford.edu/ssir/emailnewsletter.afp2.html](http://www.gsb.stanford.edu/ssir/emailnewsletter.afp2.html).

lar to the legislation passed by the Senate. AFP will soon be encouraging members to write to their representatives, and once the bill is introduced, the Association will distribute sample letters and other information. For more information about the CARE Act and Senate passage, visit [www.afpnet.org/tier3\\_cd.cfm?folder\\_id=1405&content\\_item\\_id=11450](http://www.afpnet.org/tier3_cd.cfm?folder_id=1405&content_item_id=11450)

## Our Own, Jeff Skoll, Honored at AFP International Conference

Jeff Skoll, first president of the online trading community eBay, was honored March 25 as the **2003 Outstanding Philanthropist by the Association of Fundraising Professionals**, the largest association of charitable fundraising professionals in the world at the annual conference in Toronto. Jeff was nominated by our local Silicon Valley Chapter of AFP (the nomination was written and submitted by Mari Ellen Reynolds and Chelsey Piasentin Souza at Second Harvest Food Bank and Sally Osberg, Skoll Foundation). Check out Jeff's acceptance speech at [www.skollfund.org/about/bio/speech/032503.asp](http://www.skollfund.org/about/bio/speech/032503.asp)



*Jeff Skoll accepts AFP's 2003 Outstanding Philanthropist Award in Toronto, Canada*



*AFPSV Members gather for a reception. Pictured from back — left to right: Vincent Bradley, Hal Korol, Scott Johnson, Victoria Emmons, Van Schmelzer, Mari Ellen Reynolds, Barb Larson, Iris Korol, Kara Mullen, Jeanne Schmelzer, Chelsey Piasentin Souza, Cari Karnes.*

Also, a special thanks to Iris Korol, The Korol Group, who graciously arranged for a classy reception for AFPSV Members at The University Club of Toronto. We'd also like to acknowledge Vince Bradley, Bradley Associates Consultants, Inc., for generously underwriting a significant portion of the reception cost.

## New Tool Allows Users to Support PBC's through Buying and Selling on eBay

eBay announced it has signed an agreement with MissionFish, the Public Benefit Corporation (nonprofit) auction expert, to make it easier for buyers and sellers to donate to charitable causes.

When the fundraising program goes live on eBay later this year, sellers interested in raising money for charities from their eBay listings will be able to select a nonprofit and determine the percentage of the proceeds they would like to donate. In turn, nonprofits will have the opportunity to approve or reject the eBay listings with which they will be associated. Approved items will be placed up for bid on eBay with a special "charity auction" icon. Buyers of the charity item listings will send

money to the nonprofit organization via MissionFish. Qualifying 501(c)(3) organizations will be invited to register for free with MissionFish, to participate as a benefiting nonprofit prior to the program's launch.

"To date, nonprofits have raised nearly \$30 million on eBay, benefiting more than 500 charities," said Kristin Cunningham, senior manager of eBay Charity. "eBay is excited to be working with MissionFish to make it even easier for our community to give back to those in need."

Please visit [www.missionfish.org/eBay](http://www.missionfish.org/eBay) or eBay at <http://pages.eBay.com/charity/> to learn more or join an e-mail alert list for future announcements.

## eBay Foundation & The City of San Jose Announce Partnership

eBay Inc., the world's online marketplace, and the City of San Jose, recently unveiled plans to keep the Internet company's headquarters in San Jose. As part of this great news, it was announced that the city and the eBay Foundation will create an innovative new public-private partnership to support the public benefit corporation community. More details to come!



**May 20, 2003 AFP-SVC Luncheon Meeting**

**Asking for the Gift: The A to Z of Successful Personal Solicitations**  
**Presenters: Sharon Svensson and Carol Eddy**

Yes! I will attend the **May 20<sup>th</sup>** AFP Silicon Valley Chapter Luncheon to be held from 11:45 am to 1:30 pm at Lou's Village Restaurant, 1465 West San Carlos, San Jose. (Please RSVP by Thursday, May 15. Late registrations will be accepted on a space-available basis.)

Name \_\_\_\_\_ Day Phone (    ) \_\_\_\_\_

Organization \_\_\_\_\_ email \_\_\_\_\_

Name(s) of guest(s) \_\_\_\_\_

VISA/Master Card/AmEx # \_\_\_\_\_ Exp. \_\_\_\_\_

Payment method:  Check will be sent     Credit card payment    If paying by credit card, write Zip Code here \_\_\_\_\_

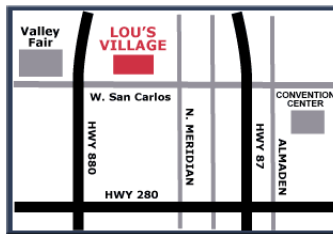
Member(s) of AFP Silicon Valley or other AFP Chapter @ \$20 per person    **Free workshop:** Number attending \_\_\_\_\_

Nonmembers @ \$30 per person    **TOTAL PAYMENT:** \$ \_\_\_\_\_

**Payment Options:** Advance reservations only. No payment at the door. To pay by VISA, MasterCard or American Express, please fax this form to (650) 344-1588, **or** email the above information to: svcadmin@rcn.com. To pay by check, please mail your payment to AFP Silicon Valley, 816 East Fourth Avenue, San Mateo, CA 94401-3317. To hold your reservation until the check arrives, you may fax or email your RSVP. PLEASE, NO PHONE RESERVATIONS.

**☞ Please note our cancellation policy.**

If you do not cancel your reservation by noon the Thursday before the luncheon, you will be charged for it because we must order your lunch by that time. Thank you very much for your understanding.



**Lou's Village** restaurant is located in San Jose off of West San Carlos between Meridian and Highway 880. Parking is free. For detailed directions, call (408) 293-4570 or browse to Lou's Village website at: [www.lousvillage.com/contactus.html](http://www.lousvillage.com/contactus.html)

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*Our Mission: "Association of Fundraising Professionals Silicon Valley Chapter advances philanthropy through education, training, and advocacy."*

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**Silicon Valley Chapter**  
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**San Mateo, CA 94401-3317**

*Address Correction Requested*