

Minutes for October 28,2009  
University of Central Florida Association of Fundraising Professionals

- \*16 AFP chapters nationally
- \*200 chapters internationally

\*National Philanthropy Day: November 5th, 2009 -celebrates AFP, volunteers, corporations/organizations that support the community, individual donors (example: YMCA) -500 participants  
-\$36 student rate (scholarships available: see Christine Sanwald @ [Christine\\_Sanwald@yahoo.com](mailto:Christine_Sanwald@yahoo.com))

\*Kathleen Green: Make a Wish Foundation. Has been a Development Officer for the past 25 years -Make a Wish Foundation is the 3rd most trusted brand -organization does not operate for monetary gain, but to serve children -Next year's goal= 300 wishes -Average cost per wish is \$7000

- \*plane ticket
- \*Transportation
- \*stay and accommodations
- Serves ages 2-18 years of age
- Serves 54 counties
- Nationally a wish is granted every 40 minutes -organization depends on donors!
  - \*Important to know what donors want...LISTEN!
  - \*Establish trust, make time for donors, and get to know them personally
  - \*Give organizations background but keep the focus on the donor; what do they want accomplished?
    - \*Let donor see your goals: 300 wishes granted in 2010
    - \*Tell donor how monetary gift will help, change, and affect the foundation (maybe tell a story about a past donation)
    - \*Build peer-to-peer relationships because a strong connection yields the best donors (more likely to donate if they know development coordinator, this is called connectors)
    - \*bring examples and stories, however do not rely on them, remember focus is on donor.
    - \*Have short 60 second questions and answers, remember attention is on donor.
    - \*What's most important is what the donor wants, what donor is doing with business/family...get to know them!
    - \*Important to know Donor Bill of Rights, Code of Ethical Principles and Standards (give these to donor)
    - \*Allow budget information to be readily available to donors
    - \*Donors may have unrestricted or restricted donations (restricted donations go to specific parts of organization. An example is a brick and mortar donation which goes exclusively to building a sports complex, etc) -Types of fundraising and donations
      - \*gifts in kind: free gifts and services (example: free collars to advertise their brand)
      - \*special event fundraising
      - \*external fundraisers (example a church has a car wash to raise funds and awareness for your organization)