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through education,  
training, and advocacy.



## Golden Gate Chapter QUARTERLY • Inaugural Issue

— Articles About and For Fundraisers —

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### Editor's Introduction

#### Welcome to the newly launched AFP-GGC Quarterly.

Unlike anything our chapter has produced and sent to members and friends, this is your publication and you are encouraged to contribute, just like the intrepid pioneers in this inaugural edition.

**Why another publication?** As the name implies, this is a quarterly publication of the Golden Gate Chapter. It augments the chapter monthly *Hotsheet*, which provides alerts and reminders about upcoming professional events and activities. While the *Quarterly* does contain these in abbreviated form as it primarily serves as a form for members and others interested in ideas about ethical fundraising.

Authors – chapter members and non-members – are welcome to submit articles, tips and ideas they feel will assist other professionals, improve our ability to serve philanthropy, organizations and communities. As the articles here attest, longer and meatier content is encouraged. Shorter tidbits, “things that are working” and bits of professional humor, and letters to the editor are also most welcome.

Beyond providing insightful and helpful information, the *Quarterly* also serves to give professionals outlets for the articles whether they are original or taken from third party sources. Attribution is off course provided and the GGC “editorial board” is more concerned with value for readers and form than content, though appropriateness is a consideration as well.

This edition features former chapter presidents, Nicci Noble and Sean Sullivan, contribute their thoughts about Tweeting and the world of Web 2.0, taken from their presentation to this year's AFP-International Conference, and chapter member Leyna Bernstein reflecting on Fundraising Day this June, and previewing upcoming professional opportunities offered by the chapter Program Committee. Guest authors are Laura Quinn (online communications effectiveness) and Mauri Schwartz, President of Career Insiders.

You are encouraged to read your GGC *Quarterly* now, or return to it later for digestion. Besides coming to your email box, each issue is archived at [www.afpggc.org](http://www.afpggc.org) for ease of referral and later contemplation.

Most importantly, enjoy and help us make the GGC *Quarterly* more useful and meaningful to you and to our profession.

Jim Armstrong, CFRE  
Interim Editor

**PS:** Kudos to Marjorie Winkler and her crew for hosting the CFRE Review Course that takes place at the end of this month. Hardy congratulations also to the 36 professionals who are preparing to attend the intensive two day course and to those who have recently become certified and are candidates in the near future. Your courage and hard work are to be congratulated and are hallmarks of true fundraising professionals! There are still a few seats remaining, and for details, see [below](#).



## How Tweet It Is! Mastering Social Media for Fundraising Success

by Nicci Noble, CFRE and Sean Sullivan

Social Media has introduced a wealth of opportunities for development professionals to put their best skills to use via the web. That's right, using the skills you have crafted, passed on and frankly, were born with, you will succeed in enhancing your organization's strengths through social media.



Social media... online fundraising... going to the dentist, these are all things that tend to scare traditional fundraisers, regardless of age. A common misconception is that older professionals are scared to embrace new technology. Another — Social Media outreach and online fundraising will only work for larger institutions in the nonprofit community. Yet another — Social Media is just for kids. Recent research shows the fastest growing demographic on both the Internet and Facebook are 55+. Your donors and prospects are out there!

In fact, there are plenty of reasons to get excited about Social Media. This new medium is cost effective and environmentally responsible. It gives nonprofits nontraditional ways to acquire, profile, and cultivate both donors and new constituents and reach a wider audience. When a fan/user/friend re-tweets you, promotes or raises funds for your cause, your organization has the opportunity to access personal information, within the bounds of privacy settings. Social Media helps you learn more than you currently know or have on your house file from traditional direct mail or special event donors. You can find ways to link into their interests and ability to support your organization financially and socially/virally.

The bottom line is that Social Media is here to stay. Recently at AFP's 47th International Conference on Fundraising, when asked "Is your organization on Facebook?" the majority of the room had their hands up high. Many also had a Twitter account.

Yet when asked if they update these channels regularly, more than half of them admitted they did not. Disappointing — but not surprising — to learn these folks were not regularly updating their posts and tweets. Social Media is like a garden; if you tend it, it will flourish; if you don't...the weeds will take over.

[Click here to read more...](#)

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## Measuring the Effectiveness of Your Online Communications

by Laura S. Quinn

This article first appeared in *Jewish Philanthropy*  
(<http://ejewishphilanthropy.com/measuring-the-effectiveness-of-your-online-communications>)

Are your online communications working? How can you tell? In this article, we talk through four types of measures – Views, Followers, Engagement, and Conversion – that help you track your efforts to see if they're worthwhile.

Chances are, your organization has a website. Perhaps you also send out broadcast emails, or maintain a blog, Twitter or Facebook account. Is the effort you're putting into online communications working? How can you tell?

Determining the effectiveness of online communications is not a trivial process. Like any kind of marketing, results can sometimes be difficult to quantify directly. But there are four types of things you can measure.

How many people are actually looking at the information you're putting out there? How many people choose to passively follow your information? How interested are

people – do they click through on links, or write comments? And most important , how many people take a real action to help your organization by donating, volunteering or attending your event? Let's look at these four measurements one at a time.

[Click here to read more...](#)



## MPA...MBA...CFRE or Other?

by Mauri Schwartz

Advanced and continuing education is very highly regarded in the nonprofit fundraising community. There are a number of avenues available to experienced development professionals, but which one should you choose? And of course, like so many of my answers to career management clients, "it depends."

When clients ask me if they should go back to school for another degree, I always ask them why they want to do this...what do they want to get out of it in the end. What is their objective? Where do they want the degree to take them?

### Master of Public Administration (MPA)

An MPA program is usually designed to prepare individuals to serve in executive roles in nonprofit organizations, focusing on management and organizational development, administrative law, personnel management, financial management, and professional ethics.

### Master of Business Administration (MBA)

In recent years, business schools have stepped into the arena by creating MBA programs geared toward social impact and social entrepreneurship. According to the Center for Nonprofit and Public Leadership at the Haas School of Business, UC California, "Our mission is to inspire the next generation of leaders to create and seize opportunities to achieve social impact across sectors." This program features a combination of classroom curriculum, experiential learning, research, and career development.

Ohio State University offers a Dual MPA/MBA Program which requires completion of degree requirements of both the Fisher College of Business and the John Glenn School of Public Affairs, and Columbia University even has a Master of Science (MS) degree in Fundraising Management.

### Certified Fundraising Executive Program

In addition to these degreed programs, the Association of Fundraising Professionals (AFP) is an approved provider for CFRE International's Certified Fund Raising Executive (CFRE) and the Advanced Certified Fund Raising Executive (ACFRE) credentials ([www.CFRE.org](http://www.CFRE.org)). These credentials are based on one's professional experience and require a portfolio review, a peer review and a written exam.

### How to choose

Testimonials of nonprofit professionals who have been through this decision process have revealed a number of key criteria: objectives, cost/ability to pay, program length, and preference for full-time vs. part-time experience.

In the end, everyone will need to examine his/her goals and resources and make an independent decision, but it may help to read the stories of others who have been down this road:

- **Lauren Bogner** chose to pursue an MBA "to advance my education and particularly develop areas and skill sets that I had not developed in my undergraduate studies (quantitative skills, strategic thinking, etc)." *Lauren's story, drawn from the FLIP blogsite, may be read in full [here](#).*
- **Marie DiZazzo Wilson** opted for an MPA because "The MBA programs seemed to focus more on meeting stockholder expectations and the corporate 'bottom line,' something that isn't the same kind of focus at a

nonprofit." Marie's story (from FLiP blogsite) may be read in full [here](#).

- **James Armstrong** chose the CFRE and acquired a certificate in non-profit organizational management from the University of San Francisco ([www.usf.edu](http://www.usf.edu)) because, these routes placed a "significant emphasis on prior work experience and achievements, and would require less time away from my current position and family allowing me to maintain my level of income."

For additional comments by Lauren Bogner, Marie DiZazzo Wilson and Jim Armstrong on these choices, [click here...](#)

Mauri Schwartz, President of Career Insiders, is a leading figure in the San Francisco Bay Area career management community. Career Insiders provides consulting services to corporations in the form of outplacement services and succession planning, and to individual clients who are seeking to make a career move within or external to their current employer. In addition to her outstanding success rate in helping clients achieve their career management goals, Mauri is a frequent speaker at professional conferences, job fairs, and student career panels. She serves as Adjunct Advisor of Career Services at the Haas School of Business, University of California, Berkeley. Mauri's motivational style uses techniques that combine old fashioned interpersonal relationship building skills with the latest technological tools.



## You Spoke, and We Listened Year-round Learning Opportunities for Fundraisers

by Leyna Bernstein

On June 16th, hundreds of fundraisers from Northern California and beyond gathered at the San Francisco Marriott Hotel. This year's conference yielded some of the highest evaluations for workshops and panels in the history of the event. We heard from many of you who attended that it was difficult to choose from among the many outstanding sessions offered. (Credit goes to a stellar group of volunteers, led by Susan Fox and Kelli Ann Nakayma, who developed the program for the conference.)

Attendees were especially interested in learning about raising money online, donor stewardship, board engagement in fundraising, development planning, and messaging. Among the sessions that were most popular and received outstanding evaluations were workshops presented by:

- Sara Durham, Big Duck Consulting, on building a strong brand  
[www.bigducknyc.com](http://www.bigducknyc.com)
- Madeline Stanionis on raising money online  
[www.madelinestanionis.com](http://www.madelinestanionis.com)
- Morrie Warshawski on how to throw a successful fundraising house party  
[www.warshawski.com](http://www.warshawski.com)
- Kim Klein on creating a team approach to fundraising on your board  
[www.kleinandroth.com](http://www.kleinandroth.com)



[Click here](#) to view more photos from Fundraising Day 2010 on the Snapfish photo-sharing site.

### 2011 Programs

In 2011, we are responding to what we heard from you at Fundraising Day, and will