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Review Committees Provide Insight and Feedback for First-of-a-Kind Handbook
By Dr. Lilya Wagner, CFRE, Director, PSI

Two groups of pastors and other leadership personnel were invited to be part of working sessions to review and provide feedback for an innovative handbook that PSI is preparing for pastors, churches, and their organizations such as community outreach and schools. This handbook comes as a result of increased requests to PSI from pastors, schools and church lay members for assistance with fundraising projects, particularly with capital campaigns. We at PSI are most pleased to be of service to this relatively new type of client, and therefore have undertaken the creation of a handbook that presents the best practices and principles for faith-based fundraising.

The persons who were invited to participate in the review process were carefully selected and represented great diversity—geography, age, gender, ethnicity, and professional position. Dr. Nik Satelmajer, former editor of Ministry Magazine, who is working with Dr. Lilya Wagner in preparation of this manual, has not only written many parts of the handbook but also led much of the discussion. The results of each two-day working time were very positive and helpful in creating a final version of the handbook.

The handbook will be presented at the PSI Presidents’ Colloquium on October 26 and a final copy will be prepared by AdventSource and be ready for use by the turn of the year. The handbook is designed so that it can be easily updated and adapted, and will not be for sale in general but will be distributed along with consulting assistance from PSI personnel.

Those who participated in the review committees, held on September 13 and 14 and October 4 and 5, 2011, were:
Wally Amundsen, Field Secretary, ADRA Director, Inter-American Division
Fred Batten, Pastor, Memphis, South Central Conference
Michael Bernard, Vitas Hospice Chaplain/Retired Pastor
Franklin David, Pastor, Southern Asian SDA Church
Daniel Duffis, District Pastor, New Jersey Conference
Volodymyr Grinenko, Pastor, Woldorf SDA Church
Roland Hill, Director of Development and Stewardship, Texas Conference
First Seminar Held for Alumni Directors of Educational Institutions

By Dr. Lilya Wagner, CFRE, Director, PSI

On October 10-12 Union College joined with PSI to hold the first-ever seminar for directors of alumni services of academies and colleges. Kristin Priest, associate director of PSI, joined with LuAnn Davis, vice president for advancement at UC and Janya Mekelburg, alumni director, to plan and implement sessions that would be of assistance to educational personnel who work with alumni of their institutions.

Because alumni are crucial to fundraising success at educational institutions, PSI was pleased to be invited to help plan and to also participate in presenting this groundbreaking seminar. Much of the time the discussion was geared to topics requested by the participants and also facilitated by the directors who were present. This allowed alumni directors to share ideas, receive advice for concerns they have, and hear about what works best and what doesn’t. A special guest, Ted Hart (see attached bio), who pioneered e-
philanthropy and use of social media for fundraising, presented a morning workshop. Other highlights of the seminar were a dinner hosted by UC and a special, daylong, academy development directors planning session.

PSI thanks all the participants and extend a special note of gratitude to colleagues at Union College who helped make this significant event possible.

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**Podcast Series from PSI**

**Recognition: The Importance of Being Grateful**

PSI, Adventist Community Services, and several incredibly gifted speakers have come together to bring you a video training series that will help you focus on sound, fundamental practices which will help you bolster your smaller shop and remind you what it takes to succeed in soliciting gifts and meeting donor demand. Each week we'll focus on one or two new topic areas.

In this featured podcast, Dr. Karen Johnson, CFRE will talk to you about volunteers, how to manage, recruit and make them a greater part of your organization’s team. We look forward to sharing more of these with you, and would love to hear from you if you have a podcasting idea for us.

Link: [Watch the Podcast](#) Link: [See Other Podcasts in This Series](#)

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**Social Media...Are We Doing it Right?**

Social Media makes use of web-based and mobile technologies to have conversations with those around us. Is the church making the best use of it and are we at the forefront of the exciting possibilities that SM presents? Take a few minutes to hear what we think and why we've got to get on board sooner rather than later on this edition of 5-Minute Philanthropy.

Link: [Five Minute Philanthropy Podcast](#)

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**AFP Conference - April 1-3, 2012, Vancouver**

Early bird registration is available for the AFP Conference at the Vancouver Convention Center in April 2012. Join your colleagues for a three-day immersion to learn best practices and strategies that work. Discover new fundraising tactics, learn from industry leaders,
share what works for your organization, and broaden your network. CLICK HERE to visit the conference website for more details.

From our members

A New CFRE Joins the Ranks

PSI has received the list of philanthropy professionals that have taken and passed the Certified Fund Raising Executive exam in the last quarter. Congratulations to Teresa Witt, Business Partners Development Officer at Adventist HealthCare, for achieving her CFRE status.

When staff from a PSI member organization takes the CFRE exam, PSI will reimburse half of the exam fee paid by the individual.

Research conducted by the Association of Fund Raising Professionals (AFP) revealed some very good news about income for those who already hold the CFRE baseline credential. CFREs, it seems, are among the best-paid professionals in the fundraising field with a considerably higher mean salary than non-CFREs. CFREs in the United States earn 36% more than non-CFREs. In Canada, the differential is even wider. Canadian CFREs earn 42% more than their non-credentialed colleagues.

For more information on personal reimbursement of exam fees CLICK HERE to contact Randy Fox or call (301) 680-6135.

To learn more about certification CLICK HERE to visit the CFRE International Web site.

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PSI congratulates CFRE Ken Turpen on his new position as Director of Development for Scott & White Healthcare, a not-for-profit, multispecialty academic medical center affiliated with the Texas A&M Health Science Center College of Medicine.

PSI is now on Facebook

Our new Facebook page features content that we think you will find relevant and useful. It
will also be a place for creating and taking part in conversations that will enable our members to share information and ideas. CLICK HERE to visit our page and click the Like button to follow our updates.

Visit our social media resource page on the PSI website to learn more about how you can incorporate good social media practices into your fundraising plan.

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**Resources**

**Suggested reading:** This article from *Alaska Airlines Magazine* explores the history of philanthropy and highlights new tools and methods that are available to fundraising professionals today.

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**New Certificate in Nonprofit Executive Leadership**

**The Fund Raising School**, an international leader in fundraising training and professional development, and the **School of Public and Environmental Affairs at Indiana University**, a nationally ranked leader in nonprofit management education, are pleased to announce this brand new **Certificate in Nonprofit Executive Leadership**.

From The Fund Raising School website: Through a unique collaboration, this innovative and affordable continuing education program will help you meet your professional goals. This certificate is designed for mid-level and upper-level nonprofit leaders and those aspiring to leadership positions in all areas of the nonprofit sector. The certificate requires completion of 4 two-day continuing education seminars that will be offered on a regular schedule. These non-credit seminars can be readily completed within 12 to 15 months. Upon completion of all four courses, participants will receive a Certificate in Nonprofit Executive Leadership from The Center on Philanthropy and The School of Public and Environmental Affairs at Indiana University. There is no time limit for completion of coursework and participants do not have to apply for admission to the university.

For more information, visit The Fund Raising School website. CLICK HERE

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**Versacare, Inc.** is now accepting applications for grants through the Versafund, which will be distributed in March 2012. Any organization that has been organized for at least two years and has a non-profit tax I.D. is eligible to apply. The organization primarily provides grants to Seventh-day Adventist organizations or supporting ministries of the SDA Church, and grant amounts range generally range in size from $15,000 to $100,000. More

Jossey-Bass and Wiley have launched [NonprofitCommunity.com](http://NonprofitCommunity.com), a community site by and for nonprofit professionals. It is full of free resources, news, ideas, learning opportunities and an open forum where anyone can ask questions, give advice, and provide feedback.

NonprofitCommunity.com also features articles and resources on nonprofit topics, the opportunity to meet and interact with our editors and authors, a calendar of upcoming conferences and events, a books and resource page, and more.

Stop by the NonprofitCommunity.com daily to read breaking news, original posts from authors, or to get advice on the challenges nonprofit professionals face as they work to fulfill the mission of their organizations. Members are encouraged to submit ideas, questions, and answers of their own.

For further inquiries, please contact Meredith Stanton at mstanton@wiley.com or 415-782-3242.

TechSoup is a nonprofit with a clear focus: providing other nonprofits and libraries with technology that empowers them to fulfill their missions and serve their communities. As part of that goal, we provide technology products and information geared specifically to the unique challenges faced by nonprofits and libraries.

Learning resources, including articles, blogs, free webinars, and forums led by expert hosts are available to all users. Once qualified with TechSoup, nonprofits and libraries can access 400+ technology products from more than 40 donor partners — including Microsoft, Adobe, Cisco, Intuit, and Symantec. All donated and discounted products are available for a small admin fee that supports our work in the United States and around the world. [CLICK HERE](http://www.technoun.com) to learn more.

IdeaEncore is a nonprofit resource center that helps organizations to build their reputation, spread their mission, and create earned income by providing a nonprofit and social enterprise marketplace for document sharing. Our online file downloads and sharing services enable you to publish, browse, share, and retrieve files to better understand what your peers in the nonprofit community are doing. IdeaEncore is a user generated knowledge management and online file sharing system. The site offers free and easy registration, online file sharing, some free file downloads and free file browsing. [CLICK](http://www.technoun.com)
Resources for our Canadian members

Imagine Canada is a national charitable organization whose mission is to support Canada’s charities and nonprofits so they can, in turn, support the Canadians and communities they serve. Visit the Imagine Canada website to learn more about their role as a forum and meeting place, and how they provide an environment in which organizations contribute to building stronger communities.

Imagine Canada also serves as a co-host for the National Summit for the Charitable and Nonprofit Sector, which will take place November 28-30 at the Delta Ottawa City Centre. CLICK HERE to learn more about the Summit.

Canadian Council of Christian Charities: Are you finding it difficult and time consuming keeping up with all the legal and administrative requirements of running a charity? Canadian Council of Christian Charities can help! Our friends call us "The 4 C's"!

CCCC is the largest association of charities in Canada with over 3,000 member Christian charities. We provide practical, expert resources for your support and leadership functions. Our staff of accountants, lawyers and ministry credential holders answer over 18,000 questions each year on areas like:

- receipting, accounting, finance
- human resources, payroll & policies
- charity law
- church board governance
- stewardship

Give us a call at 519 669 5137 or visit us on the web at www.cccc.org
Advancing Ministry Together!

Planned Giving for Canadians 2011
*Planned Giving for Canadians* has recently been updated by Dr. Frank Minton, Senior Advisor of PG Calc. Since it was first published in 1994, the book has served as an important reference for gift planners in Canada. Dr. Minton created the book *Planned Giving for Canadians* back in 1997 when there were very few resources in gift planning for Canada. It was originally co-authored by Dr. Minton and Lorna Somers, and they published hard-copy editions in 1994 and 1997.

The Canadian Association of Gift Planners is pleased to announce that this latest update of *Planned Giving for Canadians* is now available for download through the CAGP-ACPDP™ national website Members section. It is also available for order to the public. Please visit the CAPG website to learn more.

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Follow PSI news and updates on [Twitter](https://twitter.com) and [Facebook](https://facebook.com)!

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