

LFA

Lakehead Fundraising Association

Important Information

Membership invoices have been sent and will be due by

February 28th.

- \$45 Individual Membership
- \$90 Group Membership (a maximum of 3 people)

The next LFA meeting will be **Wednesday, May 16th** at the RFDA building at 570 S. Syndicate Ave at 12:00 p.m. Please bring a non-perishable food item to contribute.

The LFA has 4 formal meetings throughout the year and will strive over the next few months to provide more professional development opportunities.

President's Message

Hello Fellow Fundraisers!

Wow, can you believe that Spring is almost around the corner? For many of us this marks the start of a very busy period, with many fundraising and volunteer appreciation events to be planned. Sometimes, the time and energy that our jobs demand during this time can leave us feeling tired, burnt out and a little less enthusiastic than usual. However, taking time out to plan for some professional development and to network with other fundraising professionals can leave us reenergized with new ideas and a renewed commitment to our roles.

Need a quick and easy answer to a question or feedback on an idea? One of the simplest ways that you can do that is through the LFA's new [LinkedIn group](#). This group, exclusive to paid members of the LFA will provide a forum for sharing ideas, resources and support for others in the field.

Looking for some focused professional development? Why not plan to attend a conference that is designed to specifically address the needs for fundraising professionals. For the past two years I have attended the Association of Fundraising Professionals Greater Toronto Chapter Congress. Attendees receive three days of workshops, discussions, case studies, lectures and speakers that tackle a wide range of topics. Whether the subject matter is volunteer engagement, planned giving, event planning, leadership or anything in between, the topics are rated according to practical, strategic and leadership levels. This year, Congress will be held November 19-21. For more information you can visit <http://afptoronto.org/index.php/congress>.

Can't wait until autumn for some top notch professional development? Why not consider attending the International AFP conference to be held this year in Vancouver on April 1-3rd? This three day conference offers an opportunity to gain insight from industry and world leaders, a chance to learn breakthrough fundraising tac-

tics, and an opportunity to share your own successes and challenges while meeting colleagues from across town and around the globe. Visit <http://conference.afpnet.org/>. Although both of these conferences are pricey, a total cost of about \$2000 for registration, meals, transportation and accommodation, they are well worth the investment and thinking about for long-range planning.

"...successful individuals in any field invest in personal and career development".

Need some low or no cost ideas? There are many newsletters, forums and blogs available free of charge with great information. The LFA continually features a variety of links on our website and in each newsletter to keep you informed and help provide access to new strategies and best practices for success.

Whether it be networking with fellow LFA members, reading a good book on fundraising strategies or registering for a future conference or workshop, I recommend you plan to put some time aside for your own professional development. You and your organization will both reap the rewards through fresh ideas, enhanced resources and a renewed commitment. Remember, successful individuals in any field invest in personal and career development. They achieve their goals by lifelong commitment to personal growth and professional development.

I hope you find a balance between "doing" and "learning" this Spring!

Dana Levanto

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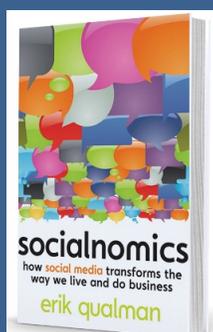
Member Spotlight

Shelley Graham, Community Engagement Specialist, The Arthritis Society - Northwestern Ontario



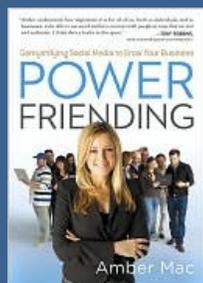
After graduating from the Recreation and Leisure Services program at Confederation College, Shelley worked for the City of Thunder Bay in the Community Recreation Department before taking on the role of Head and Program Director at Thunder Bay Gymnastics Association. Several years later her passion for the sport led her to a coaching position in Edmonton, AB where she worked with National Novice and High Performance athletes. In preparation for starting a family, she left coaching full-time for an administrative position with the Town of Calmar, AB as the Recreation and Economic Development Coordinator. Once her son was born, she relocated back to Thunder Bay where she was fortunate to take on the challenge of Volunteer Coordinator of the 2010 World Junior Baseball Championships. Since the fall of 2010 Shelley has worked at the Arthritis Society in the position of Community Engagement Specialist where her primary role is to coordinate education programs, manage volunteers, marketing and promotions and support fundraising initiatives.

Considering a foray into the world of social media? Or has your organization already created an online presence but would like to leverage it further? Check out these books for more help:



Socialnomics by Erik Qualman. Visit his website to read his blog or to follow him on Twitter and Facebook:

www.socialnomics.net



Powerfriending by Amber MacArthur. Visit Amber's website to learn more about her blog, online podcasts, TV segment *App Central*, and to follow her on Twitter and Facebook:

www.ambermac.com

Resource Centre

Visit the following online sources for valuable fundraising information:



NTEN: The Nonprofit Technology Network
NTEN is the membership organization of nonprofit professionals who put technology to use for their causes. NTEN helps you do your job better, so you can make the world a better place. NTEN aspires to a world where all nonprofit organizations use technology skillfully and confidently to meet community needs and fulfill their missions. www.nten.org



News, trends and tips for Canada's nonprofit sector
Hilborn has been updating nonprofit leaders on news, trends, tips and analysis of developments in the fields of fundraising and nonprofit management since 1991. Beginning as a semi-monthly newsletter, our services have grown to include a second newsletter (Gift Planning in Canada), Key-To-The-Sector workshops and webinars, the FOR A speaker series, Civil Sector Press book publishing and now PGGrowth. www.charityinfo.ca



Movie Mondays www.501videos.com

Enjoy brief videos every Monday from other Development Directors talking about their challenges and how they have overcome them. Learn more about handling stress, winning grants, major donors and planned giving. Movies are short and to the point.

Do you have suggestions for helpful resources you would like to share? Contact Meghan Hanbury, Communications Coordinator, by email mhanbury@lakeheadu.ca.