

LFA

Lakehead Fundraising Association

Important Information

Membership invoices will be sent in January 2012 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, February 22nd** 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

Happy Autumn Everyone!

I hope you enjoyed the fantastic fall weather that we had, and that during this busy planning season you are making time to enjoy the inspirational colours of nature while preparing for the holiday season.

As the incoming President for the Lakehead Fundraising Association I would firstly like to thank our Past President, Lisa Gallon, for her hard work and dedication over the past few years, and wish her well as a new mother. Also, thanks and much appreciation to our past executive members, Shelley Graham, Arthritis Society, and Valerie Watts who is now with Canadian Diabetes Association in Ottawa. I know that the LFA would not have been a success over the years without the efforts of all past executive members, and I thank you all for the role you have played in supporting our fundraising community.

"One of the first goals of this year's executive was to complete a needs assessment of our members and determine how we can best support members in their professional lives".

This year's executive brings many years of varied experience to the table and I am very excited to be working alongside this group of dedicated professionals. Your executive committee sincerely wishes to meet the needs of the membership and bring more professional development opportunities to the Fundraisers of our community. We all believe strongly in the mission of LFA; that by supporting each other in our quest to raise funds for our various causes we will build a stronger community and a better quality life for all. To learn more about this great team of volunteers who make up your executive please see this edition's Member Spotlight.

One of the first goals of this year's executive was to complete a needs assessment of our members and determine how we can best support members in their professional lives. Over the summer months we conducted a survey followed by a vision mapping session to help us identify strategic ways that we could better meet our members' needs. Please take a few moments to read the article on the reverse entitled *Vision Mapping Session* which highlights our findings. Through this procedure we have identified ways to move the association forward in an effort to provide better value for our membership. Of course, in order to implement some of these strategies it will take time and volunteers, and so I invite you to become more involved. There are many ways that you can share your experience and talents; join a committee, sit on the executive, facilitate a professional development session or mentor someone new to the world of fundraising. This association is for you, our members, and like anything else in life, the more you put into it, the more rewards you will reap. As your current President I am always open to suggestions and ideas and would appreciate an email (dlevanto@alzheimerthunderbay.ca) if you have any ideas or input you would like to share.

I trust that as we move the LFA forward this year you will experience some steps towards positive changes that will make this organization a valuable resource for us all.

Looking forward to seeing you all at our meetings!

Dana Levanto

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Member Spotlight

Our current President, Dana Levanto, has over 12 years of fundraising experience, first as a leadership volunteer and then as a paid professional. Dana has extensive training and experience in volunteer management, event planning, partnership development and donor relations. She is the current Fund Development Officer for the Alzheimer Society of Thunder Bay, where her primary roles are Donor Relations, Major Gifts and Planned Giving. Dana is currently working towards her *Certified Fund Raising Executive* designation.



Members at the September Vision Mapping Session. Those who attended shared their ideas and impacted the direction of the LFA.



Vision Mapping Session

On September 21st LFA members gathered at the RFDA to review and discuss the results of the membership survey conducted over the summer months. Facilitated by Volker Kromm, those in attendance brainstormed ways to make the LFA more effective and opportunities to enhance the professional development of its members. Identified as key areas to focus on were:

- **Networking:** Increasing opportunities to network within our fundraising community; locally and Provincially
- **Meetings:** Enhancing the 4 meetings held per year and revisit the format of the meetings

- **Online:** Developing an online resource of fundraising materials and increasing the LFA's web presence
- **Social Media:** Utilizing social media to grow professionally; workshops on how to do so
- **Involvement:** Improving the LFA through the increased participation of its membership via attendance at meetings, volunteering with the LFA and online interaction

The executive committee is committed to providing value to the membership. If you have suggestions please contact Dana Levanto at dlevanto@alzheimerthunderbay.ca .

Connect!

Fundraisers know how important it is to be able to build a strong professional network. In the upcoming months the LFA will be utilizing social media to enhance the professional development opportunities for its membership. We look forward to bringing this to you.

Resource Centre

Visit the following online sources for valuable fundraising information.

Association of Fundraising Professionals—Greater Toronto Chapter

Email list for professional development opportunities:

<http://afptoronto.org/index.php/newsletter>

Website: www.afptoronto.org

Ketchum Canada Inc

Download issue of Philanthropic Trends quarterly newsletter

Website: www.kciphilanthropy.com

