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## ALBERTA LOBBYIST ACT

In March 2007, the Government of Alberta introduced Bill 1 Lobbyists Act in the Legislative Assembly. Since then significant concerns have been raised regarding the impact the new Acts could have on the voluntary sector.

The provincial *Lobbyists Act* (Bill 1), in particular, effects a great number of people and organizations such as; what information would require reporting and what work would no longer be permitted. Its implications for the sector are of considerable concern.

A number of organizations have produced materials to educate the public on the Acts and its implications. The Alberta Association of Fundraising Executives (AAFRE) wishes to advise its members that we have added our support in endorsing the joint submission by the Muttart Foundation to the Government Services Committee as it begins to consider the proposed Lobbyists Act. We are also encouraging our members to take time to understand the impact of this proposed legislation.

For further information on this important legislation please go to the AAFRE website where you can read following reports:

- ◆ A joint submission to the Standing Committee on Government Services by the Muttart Foundation.
- ◆ News brief from CCVO (Calgary Centre of Volunteer Organizations) re Bill 1
- ◆ Report from the Legal Resource Centre on Bill 1



### September AAFRE Luncheon & Workshop Speaker Harvey McKinnon, CFRE

#### Monthly Giving

Harvey McKinnon is a Vancouver-based CFRE with over 25 years experience as a fundraiser. For a decade he worked with Oxfam Canada, and in 1989 he formed his own successful fundraising company, specializing in direct mail, monthly giving, planned giving, training, and development audits.

Harvey is the “Master of Monthly Giving”. He’s helped thousands of organizations raise hundreds of millions of dollars through monthly gifts. He has served a wide range of nonprofits all over the world, among them The David Suzuki Foundation, WGBH Boston, the Princess Margaret Hospital Foundation, UNICEF Geneva, Koala Rescue (Australia), many hospitals, international development agencies, and social service organizations.

Harvey is the author of *Hidden Gold*, the first book on monthly giving. He co-authored the national bestseller, *The Power of Giving: Creating abundance in your home, at work, and in your community*, which hit #1 on Amazon.ca. His new book is *The Tiny Guide to Monthly Committed Giving*.

Learn how monthly giving programs can build donor loyalty, raise much more money, and increase your financial stability. Here’s what you’ll learn:

- ◆ The best ways to recruit new monthly donors
- ◆ Essential components of every successful monthly giving program
- ◆ 7 myths that hold organizations back
- ◆ The art of “the ask”, and strategies that your organization must use
- ◆ 8 ways to raise more money from your monthly donors
- ◆ Answers to your organization’s specific concerns
- ◆ 15 ways to increase your monthly donor file



## *Message from the President*

First, I must tell you how delighted I am to be the new AAFRE president. I am truly looking forward to the upcoming year as it promises to be one of exciting and innovative learning opportunities for every one of our members.

Earlier this month the new slate of Directors came together at our annual retreat to set the plans for the 2007 – 2008 year. Paramount in all our minds is our Strategic Plan to do our best to facilitate the growth in knowledge and support to our membership and its ongoing needs.

The upcoming year has some exciting new developments happening such as our website. We are having a new site built so please bear with us during this transition time. Please join me in thanking our Webmaster, Lauren Baker for her diligent work and wonderful support over the past many months! We are also looking at increasing our communication capacity with our members and there will possibly be some great new developments in this area!

At the end of August we will say goodbye to a very dear friend, Tim Haak who has been the Administrator of this Association for the past five years. Tim has gone far beyond the normal expectations of his contract and for that we want to honour him. How can we ever express our true and abundant appreciation—Tim has been such an integral part of the flow of information and keeping everything running so smoothly, month in and month out!

Please express your appreciation to Tim next time your paths cross as he has accepted a new position of Director Fund Development for the Capital Care Foundation. He has promised to stay close and participate in our monthly luncheons!

We want to extend special welcome to our new enthusiastic administrative support team consisting of Laurie Szymanski, Executive Director and Beverley Sohnle, Finance Administrator from The Hope Foundation of Alberta!

The backbone of our organization is the teaching sessions at our monthly luncheons and this year's slated topics will prove to be even more exciting and challenging. The 2007 – 2008 schedule that has been chosen by your Program Committee following feedback from the membership, will once again demonstrate our goal of helping our members be as successful as possible in all their fund development endeavours! September is starting us off with a bang as renowned speaker and author, Harvey McKinnon comes to our AAFRE luncheon with a workshop to follow, presenting on the topic of Monthly Giving.

I know you will all agree that our monthly luncheon meetings always prove to be a wonderful opportunity to step back from our busy schedules and hectic lives to refresh ourselves in best practices and keep abreast of the changing economy we all work in. They also afford us all an excellent opportunity to meet new friends and share triumphs and trials with old friends who walk the same road and can easily understand.

-Pam Miller

## AAFRE

### Professional Development Assistance Funds

Maximum Available raised to \$500/person

Are you planning to upgrade your fundraising skills in the near future?

Please consider the AAFRE Professional Development Assistance Fund?

The fund was created to support our members in their efforts to increase and upgrade their fund development skills.

There are many professional development opportunities to consider. Grants can be used towards registration fees for courses, conferences, workshops and other learning opportunities.

AAFRE members in good standing are eligible to apply, providing you or your organization has not received a professional development grant in the last year.

For more information please call Maureen Henkel at STARS Foundation at 732-3006 or email [mhenkel@stars.ca](mailto:mhenkel@stars.ca)

September 19, 2007

Luncheon keynote presentation by **Harvey McKinnon**

### *Meditation on Money*

How you feel about money will affect your success as a fundraiser! How your donor feels about money critical to your success.

In this thought-provoking presentation, you'll improve your ability to relate to donors. And you'll discover your own feelings about money.

## AAFRE Luncheon Meetings

AAFRE luncheons are a great way to learn and network. Pencil in the following dates for our 2007-2008 program year and watch your email for details.

Unless otherwise indicated the meetings are held between 12 noon and 1:30 pm at the Edmonton Petroleum Club.

Wednesday - October 17, 2007  
Wednesday - November 21, 2007

Wednesday - December 12, 2007  
Annual Christmas Luncheon & Auction  
Location: Fantasyland Hotel

## Up Coming Workshops

### Executive Leadership in the Non-profit Sector Grant MacEwan College

The program will provide the learner with skills unique to the non-profit sector, teaching leadership competencies as defined by the National Learning Initiative for the Voluntary Sector (NLI). For complete program details, visit [www.business.macewan.ca](http://www.business.macewan.ca) or contact Barb Sledz at (780) 497-5268 for information.

### Directors' and Officers' Liability Insurance Seminars

Free Directors' and Officers' Liability seminars are offered in 8 major centres across Alberta. For a complete list of locations, and to register, visit [www.volunteeralberta.ab.ca](http://www.volunteeralberta.ab.ca). For more information call 1-877-915-6336.

### So What? Linking Research and Practice in the Voluntary Sector 2007/2008 Series

In recent years there has been a massive increase in the quality and volume of applied research regarding best practices in managing and leading non-profit organizations. Grant MacEwan College, in conjunction with the Resource Centre for Voluntary Organizations

and TransCanada, is once again offering a series of breakfast discussions aimed at increasing knowledge and dialogue about applied research with leaders of community organizations.

Watch here for more information about the So What? 2007/08 series, beginning in the fall.

### CharityVillage Campus e-learning courses (ongoing)

CharityVillage Campus offers 10 web-based, self-paced courses, including: Case for Support, Grantseeking, Getting Started in Planned Giving, Effective Policies and Procedures, How Boards Work, Proposal Writing, Event Planning, How Fundraising Works, Volunteer Management, and Strategic Planning. The courses are fun, informative and best of all can be done from the comfort of your own home or office.

Each course also offers downloadable resources that you can print out for future reference. Courses are \$127.00 each for 3 months of unlimited access. Volume discounts are also available.

For more information and to receive a the catalogue of CharityVillage Campus courses, visit: [www.charityvillagecampus.com](http://www.charityvillagecampus.com)



Alberta Association of Fund Raising Executives

# Membership Has Many Benefits

## MEMBERSHIP NOTICE

The Alberta Association of Fund Raising Executives (AAFRE) is Alberta's oldest and one of the finest professional fund raising associations. As you know, there are many benefits to being a member of this association. At any time, if there is another organization or individual you feel would benefit from the educational and networking opportunities that AAFRE offers, please do not hesitate to contact Emily Lennstrom prior to the luncheon. Emily will provide your guest with a special package, at the luncheon, with additional information about AAFRE.

You can reach Emily Lennstrom at: [emily.lennstrom@ualberta.ca](mailto:emily.lennstrom@ualberta.ca).

## AAFRE MEMBERSHIPS

AAFRE members have access to a wealth of ideas, knowledge and experience.

AAFRE membership allows individuals to build relationships with others to strengthen their knowledge.

The membership year runs from September 1 through August 31. Annual memberships for new members are discounted after January 31 by one half. Organizations that purchase organizational memberships may transfer representation to others within their organization.

For more information about AAFRE memberships visit: [www.aafre.org/member-services](http://www.aafre.org/member-services)



By special invitation only...

## Build it and they will come...

*A practical approach to building legacy gifts for your organization*

Presented by: Charles and Suzanne Nunn of Endowment Horizons, California

**Friday, November 16, 2007**  
**12:00 - 1:30 p.m.**,  
Conference Theatre, Room 5-142,  
Grant MacEwan Community College,  
10700 - 104 Avenue,  
Edmonton, AB



Here is a rare opportunity to meet with the founders of Endowment Horizons, California—a company specializing in unique gifting programs that generate breakthrough results.

Each year more organizations recognize the need to initiate an endowment program only to discover what a formidable task it can be. It doesn't have to be.

For more than two decades, Endowment Horizons, California has been helping charitable organizations establish successful endowment programs.

In this seminar, Charles and Suzanne will reveal and discuss the **four essential components of a successful endowment program** and share their valuable insight and expertise.

Plan to join us over lunch for this informative and inspiring presentation.

*Charles and Suzanne have donated their time to provide this valuable content to leaders in the charity sector. There is no charge to attend this event.*

Please RSVP (prior to November 7) by calling the Edmonton Community Foundation event line at 780-423-4956. **Space is limited.**

**Presented by:** Charles and Suzanne Nunn of Endowment Horizons, California  
*In partnership with:* Edmonton Community Foundation  
WillPower Wills Week Planning Committee  
Grant MacEwan Community College

## New AAFRE Administration Contact Information:

email [info@aafre.org](mailto:info@aafre.org)

We are pleased to announce that the Hope Foundation has been awarded the contract to provide administrative services to AAFRE.

Laurie Szymanski (Executive Director at the Hope Foundation) will serve as the contact for AAFRE members. Laurie will be supported by Bev Sohnle.

Please note the new contact details for AAFRE:

**AAFRE**  
11032 89 Avenue  
Edmonton AB T6G 0Z6





**Our vision: "Building and sustaining a healthy community"**

The Drayton Valley Health Services Foundation was established in 1995 as a charitable organization that allows local donations to benefit our community through improved local health services. Donations purchase patient comfort items and special medical equipment to provide local access to our community which benefits area residents. Local access saves our patients time, money, missed work days and the stress involved with travelling to a city to receive medical services.

The annual Wish List provided to us by the many hospital department's

managers highlights priority items needed. Past donations have assisted Patient Comfort, Emergency, Acute Care, Breton and Drayton Valley Continuing Care, Palliative Care, Community Cancer Centre, Serenity House, and our Scope for Hope campaign.

Our aim is to promote health in all aspects – prevention, acute, continuing and long term care to build and sustain a healthy community.

Anyone wishing to learn more about the Foundation or wanting to make a donation can contact Colleen Sekura, Fund Development Officer at: (780) 621-4914.

### **Drayton Valley Health Services Foundation**

4550 Madsen Avenue  
Drayton Valley, AB T7A 1N8  
Phone:(780) 621-4914  
Fax: (780) 621-4966  
Email: csekura@dthr.ab.ca

### **AAFRE 2007/08 Board of Directors**

**President:**  
Pam Miller

**Vice-President:**  
Janet Tryhuba

**Treasurer:**  
Bill Rees

**Executive Secretary:**  
Carmen Boyko

**Celebrate Excellence:**  
Mary Chibuk

**Communications:**  
Judith Paquin

**Marketing:**  
Donna Roth

**Membership:**  
Emily Lennstrom

**Professional Development:**  
Maureen Henkel

**Program Chair:**  
Sherry Schaefer

### **Past President, Administration Liaison and Privacy Officer:**

Cindy Wilson

**Directors:**  
Cyndi Harvey  
Laura Svajlenko

### **Government Liaisons:**

**Scott Hood**  
Service Alberta, Consumer Services Branch

**Dianne Johnson**  
Alberta Municipal Affairs and Housing

**Bonnie Yaskiw**  
Alberta Gaming and Liquor Commission (AGLC)

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phone: (780) 424-7543 ext. 222  
Fax: (780) 425-5911**

### **Job Postings**

AAFRE is pleased to offer a job posting service for its members and any organization with a fund development position to fill.

Each job posting is distributed by email to AAFRE's 300+ members and posted on the AAFRE website for a period of one month or until the closing date for the position.

Fees for this service are:  
Member Rate \$75 per posting  
Non-member Rate \$150 per posting

Please email your posting to:  
info@aafre.org.