



Dear WID Colleagues:

In my first President's Letter, I'd like to introduce myself as WID, NY's Chief Volunteer. Volunteering has been a powerful force in my life for as long as I can remember. I grew up in Calcutta, India and went to school at the convent from where Mother Teresa launched her Missionaries of Charity, and had the opportunity to meet, volunteer for and be inspired by her. At 80 years old, my mother is still working tirelessly on behalf of her community, and even before I was born, my father was recognized for his civic engagement with a key to the city of Bristol, England.

More recently, the privilege of volunteering for WID has afforded me the opportunity to observe several talented fundraisers and their leadership styles up close. I feel honored to have known and learned from former WID Presidents Betty Becker, Marguerite Gilpatric, Margaret Holman, Linda Hartley, Maggie Buchwald, Barbara Leshinsky, Brenna Mayer and Virginia Strull. I am so proud to follow them in my new role.

My immediate predecessor and dear friend, Virginia Strull, worked to inspire each of us, as women in the development field, to help advance each other's careers through mentorship, role modeling, networking and sharing expertise. She stressed the importance of a passionate commitment to WID's mission, and wanted to empower each and every member to learn and grow. I know all of you join me in expressing WID's gratitude for her leadership.

As some of you know, before I moved to New York, I worked and lived in India, Lebanon, South Korea, Hong Kong and Jamaica. I hope that during my tenure I will be able to make WID an even more broad, visible, inclusive and welcoming organization. As I reflect on the benefits of my WID membership over the years, most important for me has been the opportunity to connect with so many incredible women

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The News of Women in Development, New York

**“What I Wish I Had Known Then . . . Some Musings
about Development, Leadership, and High Heels”**



FEATURING

Susan Feagin

*Executive Vice President,
University Development and Alumni Relations
Columbia University*

WEDNESDAY, October 15, 2008 • 12:00 to 2:00 p.m.
The Princeton Club, 15 West 43rd Street

*Members: \$40 in advance/\$55 at the door
Non-Members: \$50 in advance/\$65 at the door
Cancellations not accepted after Thursday, October 13*

To register visit: www.widny.org

*This event is exclusively sponsored by
The Stanford Group, Inc.*

Susan Feagin has 34 years of successful fundraising under her belt and will share her experiences with WID members and friends at our first luncheon of the season. As Executive Vice President for University Development and Alumni Relations at Columbia University, Ms. Feagin oversees The Columbia Campaign, a \$4 billion University-wide fundraising initiative which runs through 2011. She also directs the pre-eminent Ivy League University's alumni relations programs.

Ms. Feagin's impressive career in development for higher education began at Columbia where, after receiving a Bachelor of Arts degree cum laude from Columbia University's School of General Studies in 1974, she joined the development staff as an assistant. A year later she joined Harvard's Development Office, where she spent 17 years before joining the Development Office at the University of Michigan. At Harvard she oversaw a \$2.1 billion effort, one of the most successful campaigns in the history of higher education. She then led Michigan to its two most successful fundraising years ever: \$230.6 million in 2000 and \$218 million in 2001, substantial increases over previous records.

Returning to her alma mater in 2002 as Vice President for University Development and Alumni Relations, she was named to her current position as EVP a year later. As a volunteer she has served Columbia as a member of the School's advisory council and as chair of its development committee. In April 1998, she received the General Studies' Owl Award for distinguished service.

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PRESIDENT'S LETTER

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working in my new field and in my new home town. I value so much the rich network of friends and esteemed colleagues that I have gained through my involvement with WID. I have been mentored by the best in the field, learned from the speakers at luncheon programs and workshops, encouraged my students and friends to consider openings in the Job Bank and listed my own, and called on colleagues for information and advice. Do take advantage of all of these benefits of membership and others which are designed to help you build an exhilarating and rewarding career in development.

WID has just completed a whirlwind summer. I had the pleasure of recognizing all of our wonderful volunteers on July 14th. The same day, our Board Retreat allowed us to dig deeply into our recent member survey. We discovered that you want opportunities to grow in your profession, network with your peers, and learn from leaders in our industry. I am determined to implement some of the resulting ideas in the next year to bring you strong programs, meaningful networking opportunities, and access to cutting-edge thinkers.

I invite you to join WID's cadre of talented, dynamic volunteers as we work together in the upcoming year. As you read this issue, you'll find opportunities to get involved in committee work, special events, and much more. I look forward to working alongside you. But first you have to renew your membership....

See you at our first monthly luncheon on October 15. It'll be held on a Wednesday for the first time.

With my warmest regards,



Poonam Prasad
Prasad Consulting & Research

IT'S TIME TO RENEW Your WID Membership for 2008-2009!

Don't miss out on all the Benefits of Membership throughout the coming year including:

- Access to the Job Bank, updated daily
- Free Career Coaching
- Discounts to events
- Special promotions ... and more!

To Renew go to: www.widny.org click on Join/Renew on the top of the homepage.

October 15th Luncheon

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Ms. Feagin's experience leading three major, successful development campaigns has included many challenges and high points, which she will share at the October 15 luncheon. Through her own career story, Ms. Feagin will touch on key areas of interest such as strategies for integrating diverse schools which have varying fundraising goals, team building which encourages collaboration to achieve campaign objectives, and recruiting and retaining development professionals.

NEGOTIATING WORKSHOP held on September 15th, 2008



Photo: Sarah Kochav

Pictured above is Robbie Caplan (far left), a member of the WID Special Programming Committee, leading a lively discussion during the breakout session of the **WID Workshop, "How to Ask for What You Are Worth"** held on Monday September 15th. More than 100 fundraising professionals attended the skill-building workshop on negotiating salary, perks and compensation. Many thanks to our panel of experts: (Panelists) **Chandra Y. Anderson, CFRE**, President, Anderson

Consulting; **Susan Davies**, Associate VP for Major Gifts, Rutgers University Foundation; **Susan Fulwiler**, Director, New York Committee, Human Rights Watch; **Susan Shattuck**, Co-President, Special Events Unlimited, Inc. and (Moderator) **Arlene Swartz**, Founder, Swartz Consulting/S&S Partners. Additional thanks go to the WID Special Programming Sub-Committee, headed by **Holly Bellows** and **Kim Datz**, for their tireless efforts in developing this program.

Professional Growth

Is your organization using the web and all its resources to its full potential? Are you aware of all the technology that is available to help you fundraise? By using the capabilities of the web to collaborate online, you can communicate in a more direct and personal way with existing and potential donors. This not only helps supporters increase their passion for your organization, but gives them an incentive to keep coming back to you and your website. Your options are limitless! Below are a few effective online fundraising ideas to help you build stronger relationships with your donors through technology and the web.

- **Use your website** as the main source of fundraising information. This works for more than just capital campaigns: you can report on targets for all funds, projects, or other organizational goals.
- Increase communication with your donors through **email updates**. Email offers immediate contact with your supporters. You can report when a major gift comes in and how it is being used, as well as exciting updates such as news coverage or reaching a goal.
- Encourage **donors of all ages to share information** about your organization with friends and family through emails, blogs or

with their contacts on Myspace, Facebook or even their personal website.

- **Advertise your website** by placing dynamic information next to your web address. Mention your web address and web site features in all communications and marketing pieces, from brochures to direct mail pieces.

By using technology to development donor stewardship, you will “touch” new and existing supporters more frequently, increase your organization’s accountability and transparency, and likely grow gifts along the way.

Prepared by Amy Sokal-Canino

Personal Growth

We hear it all the time: women still make less money than men, and we consistently lag behind men when it comes to retirement planning. But women, who tend to live five years longer than men, should be better prepared financially for a long life. Especially in this uncertain economy, it is critical to evaluate your financial health and plan for the future. Here are ten easy steps to get started:

Gather financial records: pay stubs, insurance documents, credit card statements, bank statements, household bills, receipts from groceries, and other purchases. Determine where your important papers should be stored.

Take inventory of your financial affairs. Use your financial records to calculate your net worth, which will tell you the difference between what you own (assets) and what you owe (liabilities).

Calculate your cash flow. Evaluate whether you’re living within your means by making a detailed list of what’s coming in (income) and what’s going out (expenses). Subtract total expenses from total income to determine your cash flow. If it’s positive, you can pay off debt or save more; if negative, review expenditures to reduce spending.

Identify and prioritize your financial goals. Short-term goals are those you’d like to accomplish within one year (e.g., pay off credit cards); mid-term goals, within 5 years (e.g., make down payment on a new home); and long-term goals, 5 years or more (e.g., saving for retirement).

Establish a budget. Allocate specific amounts to your expenses and goals. With a personal budget in place, you can see how realistic your financial goals are and how long it will take to reach them.

Follow your budget. Keep receipts to track spending. Review expenses monthly.

Check your financial reputation. A strong and accurate credit report is a major financial asset. The report may reveal potential problems that can bar you from access to further credit, so review your credit report annually and fix discrepancies.

Recognize signs of financial danger. Are you missing or making late payments, withdrawing funds from your savings to cover bills, or using cash advances from one credit card to pay another? Have you exceeded your limit on a credit card or been denied credit for a purchase? If so, re-evaluate your finances.

Protect yourself. If you don’t have a will, living will, or health care proxy, speak to an attorney to help ensure that your assets are handled according to your wishes. Dealing with these issues today may help you and your loved ones in the future.

Stay informed and engaged. As your life and circumstances change, periodically review your goals and objectives, as they will likely shift over time. It’s helpful to review your financials at least once per year.

This list adapted from “Take Action: The 10-Step Financial Makeover,” provided by Antoinette Kenmuir-Evans, CRPS, Financial Advisor and Financial Planning Specialist, Citi-Smith Barney

WID EVENTS 2008–2009

Women in Development, NY 2008–2009 Luncheons

MONDAY, NOVEMBER 10, 2008 • NOON–2PM

The Princeton Club, 15 West 43rd Street, NYC

“REPORT FROM THE FRONT: SECURING MAJOR LEADERSHIP AND MAJOR GIFTS IN A CHALLENGING ECONOMY”

GUEST PANELISTS:

Allison Fox, Director of Development, Thirteen/WNET

Susan Kotcher, Director of Major Gifts and Gift Planning,
International Rescue Committee

Deborah Niederhoffer, Director of Development,
New York Methodist Hospital

MODERATOR:

Shelley Jane Grossberg, Development Counsel

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WEDNESDAY, DECEMBER 10, 2008 • NOON–2PM

The Princeton Club, 15 West 43rd Street, NYC

“FORGING PARTNERSHIPS TO PUT YOUR CAUSE ON THE MAP: LESSONS FROM PRIVATE AND PUBLIC SECTORS”

Guest Speaker:

Leslie Koch, President,
Governor’s Island Preservation & Education Corporation
Sponsored by J.C. Geever, Inc.

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MONDAY, FEBRUARY 2, 2009 • NOON–2PM

The Yale Club; 50 Vanderbilt Avenue, NYC

Guest Speaker:

Frances Beinecke, President,
National Resources Defense Council (NRDC)

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MONDAY, MARCH 2, 2009 • NOON–2PM

The Yale Club; 50 Vanderbilt Avenue, NYC

Guest Speaker:

Karen L. Rosa, Vice President and Executive Director,
The Altman Foundation
Sponsored by Professionals for NonProfits

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MONDAY, APRIL 6, 2009 • NOON–2PM

The Yale Club; 50 Vanderbilt Avenue, NYC

To register for all WID Events: www.widny.org

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Space Needed for WID Programs

WID is seeking affordable meeting space for its evening workshop programs. If your organization has a meeting room, auditorium or open space that can seat at least 100 people, or if you are aware of any such space in Manhattan, we’d like to hear from you. The venue should also have sound equipment available, and an area for light refreshments and registration. Convenient location is important to our attendees, so near a subway would be important, as well.

If you have a suggestion, please email the WID office at: widny@widny.org with “space needed” in the subject line.

Thanks very much for your assistance!