

PRESIDENT'S LETTER

Dear WID Colleagues:

These last few months have been a whirlwind, haven't they? I hope you've been able to join us for our September workshop or one or more of our sold-out fall luncheons. As we go to press there is every indication that the December, January and February events will also be well-attended.

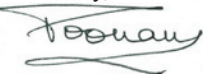
Wow! I am so grateful to our hard-working Luncheon, Special Programs and Sponsorship Committees, which have planned these wonderful programs, recruited fascinating speakers and moderators, and secured our venues, dates and sponsors.

At these events, I have had the opportunity to speak with many of you about the challenges in our field that accompany the gyrations of our economic landscape. Some of the best strategies I've heard have come from my fellow WID members. I encourage you to get to know your peers, trade ideas, and pose your questions at our events—I know you will get insightful responses.

The best way to get to know other members, of course, is to work together. As most of WID's important work is done by volunteers, there are numerous committee and board opportunities for those willing to devote their time and talent. If you would like to join us in working to make WID an even stronger organization, please sign up by completing the volunteer sign-up form available within the members only area of our website. Please include specific skills you can contribute and an area in which you'd like to work, and we'll connect you with a committee, as vacancies arise. In my experience, working with other women in our field has been richly rewarding. Committee and board work provides opportunities to build strong friendships and lasting and trusted peer relationships that can further careers, broaden experience and spark your thinking.

I very much look forward to seeing you on January 20th for our WID New York event: **"I to I: A Structured Networking Experience."** There is limited space, so sign up early (see page 3 for details)! Until then, I wish you a peaceful and joyous holiday season, and a new year filled with promise.

Sincerely,



Poonam Prasad
Prasad Consulting & Research



Empowering

Women in Development
New York

DECEMBER 2008

The News of Women in Development, New York



"The Greening of the Economy: Making the Case for Investing in the Environment"

FEATURING

Frances Beinecke

President,

Natural Resources Defense Council (NRDC)

Monday, February 2, 2009 • Noon–2 p.m.

The Yale Club, 50 Vanderbilt Avenue
(between 44th and 45th Streets)

Members: \$50 in advance/\$65 at the door

Non-Members: \$70 in advance/\$85 at the door

Cancellations not accepted after Thursday, January 29th

To register visit: www.widny.org

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Frances Beinecke is the president of NRDC. One of the nation's most influential environmental action groups, NRDC uses law, science and the support of 1.2 million members and online activists to ensure a safe and healthy environment for all living things. Under Ms. Beinecke's leadership, the organization has launched a new strategic campaign that sharply focuses NRDC's efforts on solving today's biggest environmental challenges, including curbing global warming, stemming the tide of toxic chemicals, and accelerating the greening of China.

Ms. Beinecke has worked with NRDC for more than 30 years. Prior to becoming the president in 2006, Ms. Beinecke was the executive director for eight years, during which time NRDC's membership doubled and the staff grew to 300. She also worked with NRDC's Water & Coastal Program, advocating for stronger protections for marine ecosystems.

Ms. Beinecke serves on the board of the World Resources Institute and the Energy Future Coalition, and is on the steering committee of the U.S. Climate Action Partnership. She now co-chairs the Leadership Council of the Yale School of Forestry, is a member of the Yale School of Management's Advisory Board and a former member of the Yale Corporation.

Ms. Beinecke received her bachelor's degree from Yale College and a master's degree from the Yale School of Forestry and Environmental Studies. She has received several awards, most recently the Rachel Carson Award from the National Audubon Society.

JANUARY 20, 2009 NETWORKING EVENT:

**"I TO I: A STRUCTURED
NETWORKING EXPERIENCE"**

see page 3 for details

Spotlight on a WID Member Janet Harris, International Rescue Committee

By Karllen Lawrence

Janet Harris, Vice President of Development at the International Rescue Committee, where she has been since 1999, got into fundraising completely “out of the blue.” When she started about twenty-five years ago, it was through an Executive Recruiter filling a position in the development department of an off-Broadway theater. Since then she has found that fundraising has grown ever more interesting to her and that it was—and still is—a challenging, organic field, essential to the life of an organization.

When I asked about how difficult it was to marry fundraising with international relations, Ms. Harris replied that, from her experience, all fundraising is hard. She believes, however, that fundraising for

international organizations was much more difficult in years gone by, as the TV and internet have brought international events into everyone’s living rooms. She sees a globe that is ever-shrinking through technology, and within this context the entire world can now be considered our neighborhood. The problems which exist globally are deep and often violent and intractable; hence philanthropists who give to eradicate those common problems anywhere in the world feel that their gifts have global significance.

As for her greatest achievements, Harris cites building a good team of people to work with, and has great praise for the volunteers and professional staff she works with every day at the IRC. While her

team looks to her for leadership and guidance, she sees the ability to build trust, camaraderie, and a strong network among staff, Board, and volunteers as her proudest achievement.

She urges those new to development to “learn the rules as found in the books and then go further; be creative, be instinctual and work very hard. It is also important to seize opportunities when they come along.” Finally, she says, though fundraising is challenging, it plays a vital role in building civil society. Whether you are new to the field or a seasoned professional, whether your organization has a global outlook or a local focus, Ms. Harris insists that every member of the development team plays a critical part in doing incredibly important work.

From For-Profit to Arts Fundraising— “Infinitely Better”

By Barbara Stewart

Though Callie Herzog spent 20 years at JP Morgan Chase, her heart was always in the arts. Always, her hope was to take her Ph.D. in drama to an arts nonprofit. Finally, last summer she did, as Government Grants Director at Carnegie Hall. She says she couldn’t be happier with it.

“Over the past decades, a stream of corporate professionals—in banking, marketing, law and business, on and off Wall Street—have made similar journeys into nonprofit fundraising,” said Virginia Strull, a nonprofit consultant who runs a search company and is Past President of WID New York. “They got fed up chasing dollars and wanted to make a difference.”

Now, the sinking economy and Wall Street lay-offs mean that more and more professionals are likely to aim their hope and resumes at the varied philanthropic organizations.

“Well and good,” said Julia Bonem, a vice-president at Rich Associates in

Manhattan, an executive search firm. “But the transition from for-profit to nonprofit can be tricky—and not only because of the bad economy right now. It takes more than swallowing the idea of a salary cut and peppering Idealist.org with resumes. Finding a development job that really fits requires preparation, research, and an enormous amount of networking. It means banishing any assumptions that lower salaries means easier job-hunting, shorter working hours and less demanding duties. And an attitude that nonprofits are well-meaning but a bit amateurish won’t go over well, either.”

“People thought for a long time that the nonprofit field was less tough to get into,” said Ms. Bonem. “But now you can’t just walk in without experience or volunteerism.”

Ms. Strull said: “People who are tired of high-pressure work think that since salaries are lower, the work is easier. In fact, it’s not easier and

not necessarily less pressured and sometimes it doesn’t even mean fewer resources and lower compensation,” she added.

What not to do? Ms. Strull and Ms. Bonem agreed: No boilerplate resumes and cover letters. Both must be tailored for a specific job, or area, in a particular nonprofit organization. Know the philanthropy—its mission, structure and history. Know how fundraising departments work—major gifts versus planned giving and so on. And be able to point to volunteer work at nonprofits. “It doesn’t have to be impressive-sounding,” said Ms. Bonem. “Ground-level volunteering is fine.”

“Reading to students,” she said. “Participating in your alma mater telethon. Organizing your 20th college reunion. Do something to show your commitment.”

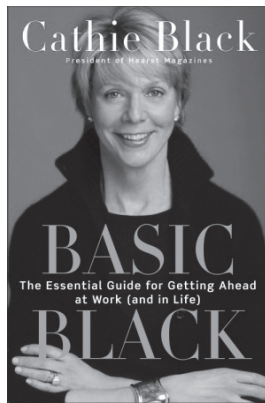
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Book Review: Cathie Black's *Basic Black*

By Holly A. Bellows

I know what you are thinking: what does a book written by the President of *Hearst Magazines*, which publishes *Cosmopolitan*; *Esquire*; *Good Housekeeping*; *Harper's Bazaar*; and *O, The Oprah Magazine*; have to do with philanthropy? With the exception of one page on how to fundraise, well, nothing—but for women in the workplace, everything.

Cathie Black, author of this *New York Times* bestseller, part memoir and part self-help book, takes the reader through all phases of the workplace journey, from how to go on an interview to negotiating everyday workplace situations. The book is laid out with important tips in red rubrics, with titles such as “Have *your* all—not anyone else’s,” “Power = knowing you don’t have to throw bombs,” and “Make hard decisions sooner rather than later.”



In the chapter *The Devil is in the Details*, at a point in her career at which Ms. Black is already an industry leader, she openly shares how she had to reframe her ideas about details and strategy with her introduction to serving on a nonprofit board of directors. “When the day of my first board meeting arrived, I walked into the meeting room with a big smile and high energy. Half-way into the agenda, I lobbed what I thought was a great idea into the mix. But to my surprise, the faces around the table looked blank. A short, unenthusiastic discussion ensued, and my idea was quickly voted down.”

The next day a fellow board member invited her to breakfast and gave Ms. Black her first strategy lesson. “The idea you presented yesterday was great, but you should have built support for it in advance. You need to call around, get opinions, and make sure you have a few people on your side before the meeting starts. That way, when you present your idea, you will already have the seed of collective support.”

Just as every woman needs a little black dress in her closet, every woman in fundraising needs the skills Ms. Black describes in her arsenal.

January 20, 2009 WID Networking Event

“I to I: A Structured Networking Experience”

Learn first-hand how to expand your network, land a new job, transition into a new field, pursue a passion, make your next move, and more, in this unique participatory workshop. Attendees will have an opportunity to make genuine contacts, discuss meaningful topics in small group settings with facilitators, and share good food and drink.

TUESDAY, JANUARY 20, 2009

6:00 to 8:00 pm

**The Grand Ballroom, The Plaza Hotel
5th Avenue at Central Park South**

AGENDA

6:00–6:25 pm	Registration, Food & Beverages
6:25–6:30 pm	Move to Assigned Tables
6:30–6:40pm	Opening Remarks; Breaking the Ice Warm-Up Exercise
6:40–7:40pm	Round-Table Discussions
7:40–8:00pm	Closing Remarks, Open Networking

• • •

Advance Registration: Members: \$40; Non-Members: \$60
Space is limited, so please register early online:

www.widny.org

This program is exclusively sponsored by
CPS Events at The Plaza

From For-Profit to Arts Fundraising
continued from page 2

Ms. Herzog, for one, landed a job that she loves and is passionate about, by methodical preparation. Rather than just try to transfer her corporation communications work directly to an arts nonprofit, she spent nearly two years getting ready. She took classes at NYU in arts administration and fundraising and did an internship at the Metropolitan Museum of Art.

“I wrote down all the institutions I like, everybody I knew and everybody who knew anybody.” She had informational interviews with directors of finance or development at well over 50 nonprofits. “It all really prepared me for the change and gave me a better idea of the different cultures. And I tried to do some networking activity every day, like lunch with a former colleague to brainstorm.”

She heard of the opening at Carnegie Hall in government grants, applied in June and had landed it by late July. “It was more than worth the work,” she says.

“Here I am thinking about, writing about and planning artistic programs. I’m surrounded by people who are musicians. I care about the mission. For me, personally, it’s infinitely better.”

WID EVENTS 2009

Women in Development, NY 2009 Luncheons

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

* * *

MONDAY, APRIL 6, 2009 • NOON–2PM

The Yale Club; 50 Vanderbilt Avenue, NYC

* * *

MONDAY, MAY 4, 2009 • 11:30AM–2PM

WOMAN OF ACHIEVEMENT AWARD LUNCHEON

The Rainbow Room, 30 Rockefeller Center, 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!