



# Philanthropy Partners of the Cape and Islands

A member of the Partnership for Philanthropic Planning

For immediate release

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## Philanthropy Partners of the Cape & Islands presents “Fundraising 101 Workshop” on September 18<sup>th</sup>, at Hyannis Golf Course

**Yarmouth Port, MA, July 5th, 2012** - The Philanthropy Partners of the Cape and Islands is pleased to announce that it is organizing a Fundraising 101 Breakfast Workshop. Originally offered at PPCI’s annual Philanthropy Day on Cape Cod, this workshop is back by popular demand and geared towards those who are new to fundraising, board members, volunteers, and others who are interested in learning more about one or more areas in the fundraising process.

The workshop will be held on September 18<sup>th</sup>, 2012 from 8:00 to 11:00 a.m. The location is Hyannis Golf Course, Route 132, Hyannis. This workshop meeting costs \$10 to members of the Philanthropy Partners of the Cape and Islands. Non-members pay \$25, but will receive a \$10 discount to Philanthropy Day on November 14<sup>th</sup>, 2012. The workshop will include a continental breakfast and a coffee break with refreshments. To register for this session, please call (508) 280-1822, email [mwhiteppci@aol.com](mailto:mwhiteppci@aol.com) or register online at [www.capecodgiving.org](http://www.capecodgiving.org). Deadline for registration is Friday, September 14th, 2012.

The workshop will incorporate the following topics and presenters:

- ✓ **Annual Fund**, Erica Waasdorp, *A Direct Solution*, (moderator)
- ✓ **Events**, Christiane Perry, *Perry Consulting* (moderator)
- ✓ **Grant Writing**, Doreen Lawrence, *American Grant Academy*, LLC
- ✓ **Major Gifts**, Deborah Dougherty, *Cape Cod Healthcare*
- ✓ **Board Development**, Kyle Hinkle, *Kyle & Company Public Relations*
- ✓ **Capital Campaigns**, Deborah Baker, *Development Solutions of New England*

### About the speakers:

**Erica Waasdorp of Marstons Mills**, President, *A Direct Solution*, lives and breathes direct response and fundraising and can be considered a Philanthropyholic. Erica Waasdorp started *A Direct Solution* in December of 2003 and now has more than thirty years of experience in direct marketing, from both sides of the desk, on the client side and the agency side. She has worked with numerous non-profit clients on and off-Cape. *A Direct Solution* provides part-time fundraising executive support to organizations and manages events, writes grants and focuses on annual fund and sustainer campaigns.



Before starting her own business, Erica was Vice President Fundraising at *DMW*, a direct response fundraising agency in Plymouth. On the client side, she was with the *International Fund for Animal Welfare* (IFAW) for seven years, last as Marketing Manager of Planned/Committed Giving. She raised \$18 million a year (increased from \$5 million) and directed acquisition, donor, monthly giving, major-donor and planned-giving programs in seven countries: US, Canada, UK, the Netherlands, Germany, Australia and South Africa.

Erica Waasdorp writes, edits and advises various direct-marketing and national and international fund raising publications. She is a columnist for the Dutch Fundraising magazine and she is currently working on a book about monthly giving. Erica Waasdorp co-chaired Philanthropy Day on Cape Cod in 2007 and 2008 and serves as Secretary of the Philanthropy Partners of the Cape and Islands.



**Christiane (Chris) Perry** of Chatham was born in Dreux, France and moved frequently during her childhood in a military family. This experience included living in Texas, California and Arkansas, Europe and the Middle East.

Chris attended San Diego State University where she received her B.S. in Political Science in 1983. Chris participated in an internship program in Washington, DC, interning at the U.S. Information Agency’s Office of International Visitors. There she developed professional programs for American embassy-appointed foreign

visitors and diplomats. After graduating, Chris remained in Washington DC where she worked in nonprofit international development, which included travel to Pakistan and El Salvador.

After moving to Cape Cod in 1999, Chris implemented the Kids Voting Cape Cod Program in six Lower Cape Communities before becoming the state organization's Executive Director. She served as Director of Development for the Lower Cape Outreach Council and then as Director of Marketing and Membership Services for the Community Development Partnership. Chris Perry's experience includes extensive grant writing, budget preparation, annual appeals and event planning. She currently works part time as the Membership Services Coordinator for the Harwich Chamber of Commerce and consults for local nonprofit organizations. She co-chaired *Philanthropy Day on Cape Cod* in 2009 and 2010 and is a Board Member on the Planned Giving Council of Cape Cod.

**Doreen Lawrence** of Mashpee is an accomplished business consultant, corporate trainer, facilitator, college professor, and business development expert. Ms. Lawrence is the President of The American Grant Academy, LLC, and has over twenty years experience working for non-profit organizations in senior management positions. As Executive Director for a million dollar non-profit agency she has successfully written and received federal, state, municipal, and foundation grants. She is also an accomplished fundraiser and events planner. Ms. Lawrence has consulted and conducted grant writing workshops in Australia, Canada, and throughout the United States. In addition, she is also an Adjunct Professor at Cape Cod Community College, and a Lecturer at Suffolk University, teaching graduate and undergraduate courses in Business Administration and Entrepreneurship. Ms. Lawrence has an Associate's degree in Business from the University of Hawaii – Leeward; a Bachelor's degree and Executive M.B.A. from Anna Maria College in Paxton, Massachusetts; and is currently completing her Ph.D. in Organizational Behavior.



**Deborah Dougherty** of West Falmouth has 40 years experience in health care marketing, public relations and fundraising.

Debbie joined the staff of Falmouth Hospital in 1991 as the Director of Marketing. Following the merger with Cape Cod Hospital in 1996, she was appointed Director of Marketing Communications for Cape Cod Healthcare (CCHC), a position she held for seven years with Cape-wide responsibilities for advertising, public relations and publication development. She was also spokesperson for CCHC, managing media contacts for all of Cape Cod Healthcare's entities. She was one of the founding members and co-chair of the Women's Healthcare Task Force at

Falmouth Hospital and staffed the Medical Advisory Committee, an oversight group for the CCHC Board of Trustees.

In 2003, Debbie was appointed a Major Gifts Officer with the Cape Cod Healthcare Foundation. In 2007, she received her designation as a Certified Fundraising Executive (CFRE) and was promoted to Senior Development Officer. She has been involved in raising funds for the development of Falmouth Hospital's Medical Office Building, the Clark Cancer Center and for special projects for the Visiting Nurse Association of Cape Cod.

Debbie's previous healthcare positions included management roles with Gosnold on Cape Cod, American Red Cross Blood Services, National Medical Care and the Harvard Community Health Plan.

Her community interests include volunteer appointments to the Falmouth Substance Abuse Commission, Falmouth Housing Authority, Duffy Health Center, the Church of the Messiah, and Recovery without Walls, a charity her husband founded in 2005.

**Ms. S. Kyle Hinkle** of Eastham is President of Kyle & Company Public Relations. She has over 35 years of business management experience, the last 15 years spent serving as CEO for non-profit organizations including the San Angelo Nature Center, San Angelo, TX; Orleans Chamber of Commerce, Orleans, MA; Highlands Center, Inc., Truro, MA; and currently Brewster Chamber of Commerce, Brewster, MA. She has demonstrated leadership skills training boards of directors, staff and volunteers, and working with community leaders, and has run her own consulting business for the past 12 years.

She has facilitated organization program analysis, development and strategic planning for five chambers of commerce on Cape Cod and a number of non-profit public charities in the region including We Can, Academy of Performing Arts, WOMR, and an 8-month Capacity Building project for Interfaith Council for the Homeless DBA Homeless Prevention Council.

Ms. Hinkle is active in a number of professional organizations including the Cape Cod Technology Council and the Rotary Club of Nauset (Orleans). She is currently serving a 3-year term as Treasurer for Rotary International District 7950 serving



Southeastern Massachusetts and Rhode Island. She also serves on Boards of Directors for a number of Cape-based public charities.

Ms. Hinkle holds a Bachelor of Arts degree in communications/public relations from Angelo State University in San Angelo, TX. She has attended the U.S. Chamber of Commerce' Institute for Organization Management at the University of Georgia in Athens, GA, and holds Diamond Grading and Gem Identification Certificates from the Gemological Institute of America, Santa Monica, CA.

In addition, she has over 120 hours of basic and advanced skills mediation training through Cape Mediation, and from 1998 – 2000 volunteered through the MA Attorney General's Alternative Dispute Resolution program mediating small claims cases in Orleans and Barnstable District Courts. She is a 2003 graduate of Community Leadership Institute: Leadership Cape Cod and a 2006 graduate of Rotary International's Rotary Leadership Institute, and has attended the Gestalt International Study Center in Wellfleet. She has served terms on the Town of Eastham's Finance Committee, Conservation Commission and Affordable Housing Trust.



**Deborah Baker** of Forestdale is the Founder and President of Development Solutions of New England. Her career spans more than 27 years in development and institutional advancement. She is a well-rounded fundraiser and public relations specialist, creating multi-faceted outreach programs for organizations of all sizes, including the Rehabilitation Hospital of the Cape and Islands, Heritage Museums and Gardens, The Rehabilitation Institute and The Boy Scouts of America. Deb's expertise in the art of donor solicitation yielded individual gifts in excess of \$100,000 to over \$1 million for each of these organizations.

Deb takes a very hands-on approach to managing DSNE and is principal advisor to both clients and staff. Whether working directly with Deb, or with one of her skilled consultants, clients can be sure that she will be actively involved in developing individual solutions to their fundraising, marketing and communications needs. In addition to providing direct services, Deb has shared her exceptional skills through effective training programs for staff, board members and volunteers on the many aspects of fundraising from donor cultivation and solicitation to moves management to community building. Well-known throughout the non-profit community, Deb is respected for her many achievements, innovative thinking and direct approach. She is active in many local and national professional organizations and is a former President of the Planned Giving Council of Cape Cod.

**Philanthropy Partners of the Cape and Islands** (formerly known as Planned Giving Council of Cape Cod) is a local chapter of the Partnership for Philanthropic Planning, a national organization. More information can be found at [www.capecodgiving.org](http://www.capecodgiving.org) or by calling (508) 280-1822 or writing to: Philanthropy Partners of the Cape and Islands, P.O. Box 41, Yarmouth Port, MA 02675.