

AHP Southeast Regional News

April 2009

Regional Director Update



Regional Director's Update: "and then some"

[Candace C. Burnett, CFRE](#)
AHP Southeast regional director

Dear Friends,

During this season of change and uncertainty, my staff and I find ourselves evaluating every aspect of our fundraising operations. Are we providing the equipment and programs that our hospital needs to provide the best possible health care for our patients? Are we meeting our donors' needs, and can we continue to inspire them to support our hospital in spite of the economic downturn? Will we still have jobs this time next year?

In the final analysis, for us it all boils down to this: "and then some." We decided that in order to stand out from the many worthy nonprofits in our community, we simply have to be better than we've ever been. We will cultivate friendships with prospective and current donors with creativity and sincerity – and then some. We need to state a compelling case for support with more fervor than ever before – and then some. We must think of creative ways to demonstrate gratitude to our donors – and then some. We will be transparent, accountable and good stewards – and then some. You get the picture.

We have actually enjoyed creating new ways to reach out to our donors and prospects. We have diversified our fundraising efforts, implemented new and innovative programs that our donors seem to love, and we are thanking them again and again! In the process, we have found that there are many friends – old and new – who are eager to support our mission, some more generously than ever before.

And so we continue to do what we have been taught by our mentors and colleagues - and through our membership in AHP. We are fortunate to have this excellent resource and an AHP staff that stands ready to serve all of us whenever we need them.

Which brings me to an exciting new announcement: On behalf of our cabinet members, I am pleased to introduce the AHP Southeast Best Practices Awards Program. Through this initiative, we hope to celebrate successful programs from across our region that demonstrate innovation and excellence – that sets the standard for best practices in health care philanthropy. We will recognize and honor the award winners at our regional conference in June. And we will give those colleagues an opportunity to share their programs with our members through this newsletter and through other venues. We hope that you will find this to be yet another benefit of your membership in AHP, and we hope that these best practice winners will inspire you to reach for new heights in your own programming.

Buffie and John Harper, with Partners in Recognition, have graciously agreed to organize the awards program for us this year. Please check [the AHP Web site](#) for instructions, application and additional information. Then consider submitting your best programs for consideration. We're ready to celebrate your accomplishments!

I encourage you to look for the "and then some" opportunities in your own shop. If we can focus on our core missions, cultivate and thank our donors like we never have before – and be scrupulous in our stewardship and accountability – all while introducing a little creativity into our programs, then I am confident that our donors will be there to support us with gusto when this economic mess settles down. Let's hope that happens real soon!

Best wishes for much success – and I hope to see you in Nashville!

Warmest regards,

Candy

Candy C. Burnett, Regional Director
AHP Southeast Region

AHP Best Practices Award Program

**ANNOUNCING THE FIRST ANNUAL
AHP Southeast Best Practices
Award Program**

Award Categories

Annual Giving Campaigns **Major Gifts/Planned Giving
Special Events**

Special Programs (i.e., employees, physicians, women)

Marketing (i.e, publications, invitations & other program collateral,
public relations programs)

Innovation (i.e., technology, i.e.,-Philanthropy)

**Applications will be available on March 1st at
www.ahp.org/regions/southeast
Deadline for submissions is April 30th**

Best of Show: All-around best program (all categories)

Best Practice Award: One per category

Merit Award: Two finalists per category

Judges' Choice Award: Special merit award for extra
effort in programming

All applicants will receive a certificate

Take this opportunity to share your best practices
in healthcare philanthropy with your fellow
AHP members and have the chance of becoming
one of the first ever Best Practices Award Winners!

*The Deadline for the AHP Southeast Regional Best Practices Award
has been extended until May 5, 2009.

■ [More information](#) ■ [Download Application](#)

AHP Southeast/Rockies Conference Update



Another exciting reunion

[Jeffrey Lea, FAHP](#)
2009 SE Regional Conference Co-Chair



2009 AHP Rockies & Southwest and Southeast Regional Conference
Working in Harmony to Advance Health Care Philanthropy
June 7-9 Renaissance Nashville Nashville, TN

Mark your calendars and hold the date - June 7-9 - the AHP Southeast Region will again be partnering with the AHP Rockies/Southwest Region to bring you one of the best conferences you can attend in 2009!

The last time our two regions worked together was 2005 in Palm Beach and we had an outstanding conference. This year's event promises to be equally as educational and exciting!

In addition to having a beautiful venue – the Renaissance Hotel in Nashville – we have put together the very best and brightest presentations from our two regions to make this a conference not to be missed! Tracks at this year's conference include "Back to the Basics", "Major and Planned Giving", "Best Practices & Special Topics", as well as "Leadership."

George F. Maynard, FAHP will be our Plenary Lunch speak and will, along with **Crissy Maynard, FAHP**, also deliver our Tuesday afternoon session. In their time with us, George and Crissy will explore the North Star Principles of Philanthropy. These sessions couldn't be more timely as we face uncertain times in healthcare and healthcare philanthropy.

From beginning to end this conference will provide attendees with useful, practical, and meaningful help. I hope you'll make every effort to join your colleagues from the Southeast and our friends from out west as we "Work in Harmony to Advance Healthcare Philanthropy!"

■ [More information](#) ■ [Register Now](#)

AHP Southeast Conference Sponsorship Update



There's still time!

[Sharon Jones, CFRE](#)
AHP Southeast regional director - elect

Yes, you read that correctly: there is still time to help support the upcoming AHP Southeast/AHP Rockies and Southwest Regional Conference that will be held in Nashville, Tenn., June 7-9, 2009. The AHP Southeast

Region has a long history of strong sponsorship of its educational conference and we certainly want to continue that tradition this year.

We are most grateful to Dini Partners for their strong support as our platinum sponsor, as well as Allegiant Direct, Inc. for hosting the opening night reception, which promises to offer some of the best of Nashville and an evening to remember! We also appreciate the support of the Huntsville Hospital Foundation, DCH Health System, and MD Designs by Metal Décor, Wellstar Foundation, LifePath Hospice, Bayfront Health Foundation, Lexington Medical Center Foundation, Thompson & Associates, Emory University, Ochsner Clinic and Appalachian Regional Healthcare System.

The levels of sponsorship start at \$500 and we have numerous opportunities available at that level including the Trustee Breakfast and Coffee Breaks. There is an additional sponsorship at the \$2,000 level for the Closing Dinner and at the \$1,000 level, the Regional Breakfast, the Plenary Luncheon, 3 Educational Tracks, and the Roundtable Luncheon. Please give serious consideration to making this conference a success by encouraging your institution to support the annual educational conference. Please feel free to contact me with any questions via [e-mail](#) or phone (813-871-8011).

AHP Southeast Regional Cabinet Update

2009 AHP Southeast Cabinet Members

[Candace C. Burnett, CFRE](#)

AHP Southeast regional director

Please find listed on the [AHP Southeast Web site](#) this year's AHP Southeast regional cabinet. I am honored to work with this outstanding group of colleagues and friends; all of them are dedicated to serving you, our members. All are committed to providing services and programs that will strengthen us as a region, and help you to excel in your fundraising efforts. Please feel free to call on any of us if we can be of assistance!

Thank you from our past regional director



[Emily Benham, FAHP](#)

AHP Southeast past director and nominating chairman

Greetings my Southeast AHP friends!

It was my great pleasure to serve as your regional director these past two years. I wanted to take a moment to thank you all for your support and to thank the wonderful leaders of the AHP Southeast cabinet, past and present, for their extraordinary volunteer efforts on behalf of our region.

Candy asked me to say a word or two about the accomplishments of the 2006-2008 cabinet, and that seems like an impossible task given the contributions of each member; however, I do want to highlight three things that I hope will become part of the Southeast region tradition:

- 1) The goal of increased level of certification, and the achievement of fellow status in particular within our cabinet
- 2) More presentations at our regional conference highlighting best practices by organizational members
- 3) A robust state representative network connecting our members at the state level

In specific regards to the first objective, I want to extend special kudos to the two new Fellows on the Southeast cabinet:

Jeff Lea, FAHP and Bill Kinard, FAHP.

Looking forward, I am pleased to continue to serve AHP as past regional director on the AHP Southeast cabinet and as secretary/treasurer of the AHP International board of directors. Best wishes to you all for a happy and healthy 2009!

AHP Government Relations Update



What to expect from the President, Congress and the IRS

[Robert Duckworth](#)

AHP Southeast government relations chairman

Nonprofits and the Obama Administration

For his first term, President Barack Obama has unveiled an ambitious agenda that will surely affect the ability of nonprofit organizations to serve their communities. President Obama has committed his administration to maintaining the estate tax at 2009 levels, and to addressing social concerns by providing health care coverage for uninsured workers. In addition, he has expressed a strong commitment to the nonprofit sector through support for giving incentives and for improving the partnership between the federal government and nonprofits, including the extension of the IRA rollover and charitable exemptions.

Last month, the Administration released the FY2010 budget outline which proposes savings through changes to hospital payments, including the expansion of Medicare pay for performance and bundling of hospital payments. The budget also calls for a "reserve fund" of more than \$630 billion to jump-start efforts for health care reform. In addition to changes to hospital reimbursement, other funding sources for the fund include capping itemized deductions to higher-income individuals and cost savings from the Medicare and Medicaid programs, particularly cuts to Medicare Advantage.

■ [Read more about capping itemized deductions](#)

Nonprofits and the New Congress

The 111th Congress has at least five new members with experience in the nonprofit community, including: Senator Jeff Merkley (D-OR), who served for three years as executive director for Habitat for Humanity in Portland, Oregon, and new Representatives Walt Minick (D-ID), Chris Lee (R-NY), Steve Driehaus (D-OH) and Gerry Connolly (D-VA).

In February, Congress passed and the President signed into legislation the American Recovery and Reinvestment Act of 2009 (H.R. 1), allocating 150 billion dollars to the U.S. health care sector. Due to the Congress's and the President's demonstrated concern regarding the advancement of health care technology, the protection of patient information has received increased attention and scrutiny—making the Bill's final language directly pertinent to health care fundraisers.

■ [Read AHP's final analysis of the Bill](#)

Update from the IRS

IRS Commissioner Douglas Shulman set the tone and agenda for IRS oversight of the nonprofit sector in a recent speech by expressing his respect for the diversity in a sector that represents "the finest American traditions of giving and volunteering...traditions that help define who we are as people and a nation." Shulman stressed that the IRS will "continue to insist that the sector be squeaky-clean, and that the high ideal of public benefit that underlies tax-exemption is honored."

In February, the IRS released their much-anticipated report regarding the tax-exempt status of non-profit hospitals. The report is based on a 2006 study of over 500 non-profit hospitals and focuses primarily on the community benefit standard and executive compensation.

■[Read the IRS executive summary of the report or the full report](#)

Medicaid Deficit in Georgia

According to Georgia Governor Sonny Perdue, the state will experience a \$2.2 billion deficit in FY2010, which includes \$208 million in the state Medicaid program. Governor Perdue's proposal to alleviate the state Medicaid deficit includes a 1.6 percent tax on hospital revenue and on all managed care plans in Ga. In his speech, the Governor indicated that without these new taxes, the state would be forced to drastically cut services and programs.

AHP Southeast Foundation Update

*By Aline F. Lasseter, CFRE
AHP Southeast annual fund chairman*

The AHP Annual Fund supports the educational scholarships that AHP offers all members and the Resource Information Center which has always been rated AHP's number one member benefit. In order to provide the outstanding educational offerings and resources for which the Association is known – and to ensure that we are at the cutting-edge with our personal fundraising programs – we must support the AHP Annual Fund campaign with charitable gifts.

You will receive a letter soon about the annual fund. We hope that you will read the letter, and give our request for support serious consideration. Just as with our own institutions, every gift counts and is greatly appreciated – and our combined gifts will make AHP and its programs stronger and more effective. So please consider [making a contribution](#) to this year's campaign. You can really consider it as a gift to yourself!

For more information, please feel free to contact me via [e-mail](#) or phone (910.815.5002).

AHP Southeast Membership Update

*By Marlene Spalten, CFRE
AHP Southeast membership chairman*

During this challenging time for fundraising, our membership in the AHP is even more valuable than ever before! What a great resource for information and for networking with others in the field.

The Southeast Region's membership goal for 2009 is a **3% increase** – or **19 new members**. We are well on our way to meeting our goal, but we need your help to take us over the top! If you know of any new hospital development professionals in your city or state, chances are that they are overwhelmed with information, goals and performance expectations. Please consider giving them a wonderful "professional gift," and let them know the benefits of joining AHP.

For more information, please feel free to contact me via [e-mail](#) or at 904.202.2449.

AHP Southeast State Update



What's Happening in Your State?

[Anthony J. Meyer, CFRE](#)
AHP Southeast state representatives chairman

I am thrilled to be serving as this year's state representative chair. We have a wonderful and hard-working group of state representatives and we are looking forward to working with you throughout the year.

I have a few goals for our state representative group this year:

- Share AHP newsletter information with hospitals in each respective state as an introduction to non-AHP members
- Secure at least one new AHP member for each state
- Enlarge participation in the AHP Southeast Regional Conference in June

My personal goal for the year will be to use the state representatives to build stronger relationships with the hospitals in their respective states. I believe that with stronger bonds within the hospitals, retention of members will stabilize.

To read more about what's going on specifically in your state, visit the [AHP Southeast Regional Web site.](#)

AHP Certification Update



Certification...Now is the Time!

[Tracey B. Atwater, CFRE](#)

AHP Southeast certification chairman

Did you resolve this New Year to grow your professional experience and knowledge? Have you ever thought about pursuing your CFRE or FAHP certifications? Well, now is the time! In the AHP Southeast region, we are dedicated to supporting you in this pursuit, and study groups are forming now. Partnering with a group of professionals to achieve a common purpose is a fabulous way to learn the material, learn from each other and meet some great new fundraising professional friends.

The Certified Fundraising Executive (CFRE) provides a single, credible, industry-wide process for identifying practitioners who meet the standards for the fundraising profession. The program is open to all individuals that meet the eligibility requirements to sit for the test. AHP offers a review course to help prepare you for the exam as well as printed resources you will find helpful. This exam is offered multiple times throughout the year at a variety of testing centers across the region. [Learn more](#)

AHP's highest level of achievement is the designation of Fellow (FAHP). Professionals must first have earned their CFRE to pursue the Fellow designation, and AHP also has printed resources available to assist in your study. This exam will be offered at the Madison Institute in July and at the International Conference in September. [Learn more](#)

Study groups are forming now! Please feel free to [contact me](#) if you wish to join a group or if you have any questions regarding certification. It is a great time to take that next professional step!

AHP RIC Update

The AHP Resource Information Center's "Most Wanted" Material



We are currently looking for the following sample documents to expand the AHP RIC On-Line Library:

- 1:** Planned Giving Job Descriptions (any position)
- 2:** General Foundation Brochures
- 3:** Organizational Charts

Do you have a good example of one of these "Most Wanted" documents?

If so, please send it via [e-mail attachment](#), or mail a hardcopy or CD to:
AHP 313 Park Avenue, Suite 400, Falls Church, VA 22046

AHP Communications Update



We Want to Hear from You!

[Mark Belcher](#)

AHP Southeast communications chairman

For many years, I've heard my parents and grandparents talk about the Great Depression and what it took to make it through. Perseverance, tenacity, innovation, communication - sounds like what it takes me to get through most weeks...How about you? The lesson for us is that things will improve, but it may look a little different on the other side.

Every day, fundraising professionals are testing tried and true methods along with new and innovative approaches to our very important work. My goal is to make this newsletter another resource for you to use in your daily quest for excellence and best practices. This forum has great power to connect a very influential group of professionals and make us that much stronger.

Your cabinet is striving to set a high bar with this newsletter for AHP members in the AHP Southeast and we hope you've found this year's first issue informative and helpful. Remember, we want to include updates from your hospitals, successful events & strategies, milestones, campaign updates, recognition or anything else you might like to share. Please feel free to contact me via [e-mail](#) or at (205) 715-5339.