

Letter from the President



Dear Friends and Colleagues,

As the leaves turn and we head toward year's end (and our year-end appeals!), I've been reflecting on what makes our fundraising community in Greater Philadelphia so special. In every conversation with our members, I'm reminded of the heart, grit, and resilience that defines our region and, in turn, our local AFP chapter. Our sector has faced a challenging year, to say the least, so I'd like to take a moment to express my gratitude.

I have profound appreciation for our board and volunteers who have been making great things happen since the spring—from stewarding our members to creating meaningful conversations and learning opportunities to infusing the principles of IDEA into everything we do and so much more. All of this culminated in our annual Leading Philanthropy Conference in September. Every year, it's a reminder of everything great about our chapter, and this year was no exception. Thank you to all for a space for our community to learn, reconnect, and lift one another up.

I'm also appreciative of our donors, sponsors, and collaborators who recognize why we need to support our fundraisers and development staff in their work to make their missions happen. Your support makes this community possible and ensures that everyone has access to it.

And I'm most grateful for all of you who show up, members and members-yet-to-be, to our programs and gatherings. Through your work, you are transforming lives and making our region stronger and more compassionate. Every time you attend an event or engage with one of our programs, you strengthen both our chapter and the fabric of philanthropy in Greater Philadelphia.

The spirit of gratitude continues in November with our **National Philanthropy Day (NPD) celebration on November 12**, where we honor the generosity that drives our sector here in Philadelphia. More to follow in this newsletter and in our emails, but I hope you'll join us for this day to celebrate those who, through their wealth, resources, or communities, have made transformational impacts in Philadelphia and beyond.

Thank you all for being part of this extraordinary community.

Sincerely,

Liz Marafino Fiola

President

AFP-Greater Philadelphia Chapter

AFP-GPC President, Liz Marafino Fiola, invites chapter members to share their fundraising challenges, both in general, and also as a result of recent federal decisions and shifting economy. The next year is set to be challenging for all of us on the front lines and sharing stories, resources, and solutions can help us to stay connected, supportive, and more adaptable in our profession, regardless of what comes our way!





Growing Revenue with Intention

by Renee Archawski, Vice President | Schultz & Williams

Too often, nonprofit teams spread themselves thin, chasing every opportunity without pausing to ask: Is this working? Is this sustainable? Growth in the nonprofit sector isn't about doing more—it's about doing the right things with focus and intention.

Are You Focused on What Matters Most?

Nonprofits rarely suffer from a lack of opportunities—they struggle with knowing which ones truly matter. By taking a step back and looking at how different funding streams perform, leaders can identify what drives the greatest impact and where their energy should be focused.

This kind of clarity often reveals practical steps forward: aligning staff time with strategic priorities, engaging board members more effectively, or ensuring the right systems are in place to support growth. Fundraising is a marathon, not a sprint—and pacing yourself with the right focus is what makes long-term success possible.

Are You Building Relationships That Last?

One of the most powerful drivers of long-term revenue is stewardship. Too often, organizations focus on the ask while underestimating the importance of what happens afterward. Stewardship is not an afterthought—it is a primary engine for awareness, trust, and retention.

Sharing stories of impact are a powerful stewardship tool. The most effective stories are authentic, personal, and mission-centered. They connect donors, funders, community members, and even the press to the heart of your work. Whether through newsletters, social media posts, reports, or personal notes, each communication can serve two purposes: raising awareness and deepening relationships.

When stewardship becomes part of an organization's culture—not just a tactic—it creates lasting connections that inspire ongoing generosity and advocacy.

Is Your Leadership Truly Engaged?

No revenue strategy succeeds without engaged leadership. Development Committees and Boards play a vital role not only in governance but also in championing

philanthropy. Their work should go beyond attending meetings. Truly engaged leaders review prospect lists, make introductions to their networks, and demonstrate their own commitment through giving.

When volunteer leaders embrace these responsibilities, they help build a culture of philanthropy that strengthens the entire organization. Fundraising becomes a shared priority, not just the responsibility of the development team.

How Do You Move from Insight to Action?

The challenge for most organizations isn't knowing what needs to be done—it's deciding where to start. Real growth happens when nonprofits move from reflection to action: rebalancing revenue streams, refining donor portfolios, reenergizing events, or expanding stewardship practices.

The key is to focus on one or two meaningful changes rather than trying to transform everything at once. Even small shifts—like engaging in conversation with mid-level donors, reallocating staff time to cultivate mid-level donors, or refreshing a stewardship approach—can create momentum that builds toward larger transformations.

Growing revenue with intention means asking the right questions, making deliberate choices, and aligning leadership and staff around common goals. The opportunity for nonprofits is clear: start small, focus where the greatest impact is possible, and build from there. Even one intentional step forward can create lasting change—for your organization and for the communities you serve.

Want to explore how your organization can grow revenue with intention? [Click here to schedule a free consultation!](#)

To learn more about how we can help, contact [Renee Archawski](#) or visit <https://schultzwilliams.com/development-consulting/>.

News You Can Use: How Pennsylvania Nonprofits Can Prepare for the 2026 Charitable Giving Changes

Big changes are coming to the world of charitable giving—and Pennsylvania nonprofits should start getting ready now. Beginning in **2026**, new federal rules under the *One Big Beautiful Bill Act (OBBBA)* will reshape how donors can claim deductions for their gifts. While that might sound like “tax talk,” it has real-world impact on how people choose to give—and how organizations like yours can inspire generosity.

Because Pennsylvania doesn’t offer a state income tax deduction for charitable donations, the **federal tax code** plays an especially large role here. Understanding these updates early means you’ll be ready to communicate confidently with donors and keep your fundraising strong.

What’s Changing—and What It Means for You

The new law adjusts several parts of how charitable deductions work. Here’s what’s most important to know:

- **A boost for small donors.** Starting in 2026, people who *don’t itemize* their taxes can still deduct up to **\$1,000 (single)** or **\$2,000 (married)** for gifts to qualified charities. That’s a great reason to engage newer supporters who may not have claimed deductions before.
- **A small “floor” for itemizers.** Donors who itemize will only be able to deduct contributions that exceed **0.5% of their income**. So, a household earning \$100,000 would need to give more than \$500 before the deduction kicks in.
- **Good news for major gifts.** The current rule allowing donors to deduct up to **60% of income** for cash gifts to public charities stays in place. No new limits there.
- **Corporate giving gets a threshold.** Businesses can only deduct gifts that exceed **1% of taxable income**. Smaller gifts may not qualify—but larger, planned gifts will still count.
- **A cap for top earners.** For high-income donors, the tax benefit from charitable deductions is capped at the 35% rate. That means some wealthy donors might rethink timing or amounts of their contributions.



What Makes Pennsylvania Different

Because PA doesn’t offer a state-level deduction, **federal rules** and **state tax credit programs** are the biggest factors influencing donor behavior.

Programs like the **Educational Improvement Tax Credit (EITC)** and the **Opportunity Scholarship Tax Credit (OSTC)** offer **75–90% state tax credits** to businesses (and eligible individuals) who support approved educational nonprofits. These credits directly reduce what donors owe in PA taxes—making them even more appealing than deductions. If your organization is eligible or can partner with one that is, these programs can be a major advantage. Education and stewardship are key to ensuring both initial and repeat contributions.

How to Get Ready—Starting Now

Chances are, you’ve been strategizing how to best prepare for these new rules to kick in since the OBBBA passed, but if this never made it to your agendas, here are some smart, simple steps to take:

- **Communicate early and often.** Let your donors know what’s changing and how it may affect them. Use plain language and examples—no jargon needed.
- **Encourage 2025 giving.** This year and next may be the best time for donors to maximize their current deductions. Remind them of that opportunity.
- **Welcome smaller donors.** The new small-donor deduction opens a door for new supporters. Simplify online giving and promote recurring monthly options.

Continued on page 4

- **Talk openly with major donors.** Focus on the impact of their giving, not just the tax benefits. Their generosity still changes lives.
- **Engage your business partners.** Larger or multi-year commitments will matter more for corporate donors. Consider sponsorships, matching programs, or community partnerships.
- **Leverage EITC and OSTC.** If your organization isn't already involved, explore how these state programs can help keep PA dollars local.
- **Prepare for change.** Donor behavior may shift in 2026. Use the next year to strengthen your messaging, update projections, and diversify revenue streams.

The Bottom Line

While tax changes can feel overwhelming, they don't have to be. With proactive communication and a little strategy, your nonprofit can turn this moment into an opportunity—to connect with donors in new ways, to celebrate the power of giving, and to reinforce that ***the true reward of generosity isn't in the deduction—it's in the difference it makes.***

How Pennsylvania's Members of Congress Voted

When the U.S. House passed the *One Big Beautiful Bill Act* (H.R. 1) on May 22, 2025, Pennsylvania's delegation largely voted along party lines. All ten Republican representatives from Pennsylvania supported the bill, while all seven Democrats opposed it. The measure passed narrowly, 215–214, before moving to the Senate and ultimately becoming law in July.

In the Senate, **Senator Dave McCormick (R-PA)** voted **in favor**, calling the bill a win for Pennsylvania families and businesses. **Senator John Fetterman (D-PA)** voted **against**, criticizing the legislation as favoring the wealthy over working people.

These voting patterns mirror broader national divisions over the bill, underscoring why Pennsylvania nonprofits should track both federal and state-level developments as they plan for the next phase of charitable giving.

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Member Spotlights



DR. MOJDEH KEYKHAH **Director of Development** **and Communications,** **Women's Resource Center**

Tell us about your career background.

My current role since 2019 is as the Director

of Development and Communications at the Women's Resource Center (WRC) in Wayne, PA, whose mission is to help women and girls in Greater Philadelphia successfully navigate life's transitions. The WRC started its community work 50 years ago, in 1975.

I started my fundraising career at Surrey Services for Seniors implementing all aspects of fundraising from events, annual giving and corporate fundraising to database management and event marketing. My training in fundraising started as a volunteer in Development at Surrey in 2009, working closely with their Raiser's Edge database. I have also been a fundraising volunteer for my alma mater, Princeton University, in its annual giving campaigns.

I was able to take an AFP-GPC Principles of Fundraising Course in 2013, and I also completed a Certificate in Nonprofit Management as well as a Certificate in Nonprofit Board Leadership, both from The Nonprofit Center at LaSalle University.

I enjoy reaching out and building relationships, especially when I can be of help to society. Prior to being a fundraiser, I implemented outreach programs for private sector companies, and I also held roles in university research and education. My doctorate explored decision making under risk and uncertainty.

Why are you a member of AFP-GPC?

I work in a small shop and I believe it's vital to keep abreast of the fundraising sector, its trends and its innovations. I am grateful for AFP-GPC continuing education webinars and conferences such as Leading Philanthropy, where I was honored to present in 2024. Being a member truly connects me with the broader fundraising community. I also enjoy giving back as part of the Marketing Committee.

Where do you like to volunteer outside of AFP?

I volunteer on the Development Committee of French & Pickering Creeks Conservation Trust, a land conservation nonprofit in Chester County. I also organize the Speaker Series for the Main Line Newcomers Club and serve on its Board as their Marketing and Communications person. Additionally, I graduated from Leadership Main Line of the Main Line Chamber of Commerce in 2021, and serve on the Steering Committee for this program.

What do you do with your free time?

In my free time, I enjoy playing tennis, reading, getting together with friends and debating sport predictions with my husband!

What are your future aspirations?

I'm eager to expand and deepen funder relationships and partnerships with community members to grow the Women's Resource Center. I enjoy connecting people who want to make an impact with organizations that are rooted in the community.

What are your hopes for AFP-GPC moving forward?

As a member of the Marketing Committee since 2021, I hope to continue contributing to the marketing of events, programs, webinars and of course, membership in AFP-GPC! I am glad to help spread the word about all the great opportunities AFP-GPC has to offer.

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Member Spotlights



MARK SCHULZ

Sr. Director of External Affairs, Musicopia and Musicopia Dance

Tell us a little bit about your career background

While I am not a music creator myself, my career has always been dedicated to supporting and collaborating with music professionals. My experience includes engineering and producing records, managing recording studios and bands, serving as a guest speaker and adjunct professor, and contributing to various music-related non-profit organizations.

For over 15 years, I was the Sr. Executive Director of the Philadelphia Chapter of The Recording Academy, best known for the GRAMMY Awards. I managed member recruitment, built coalitions, organized professional development and networking events, and led music education initiatives, connecting local youth with successful Philadelphia music professionals.

I now serve as the Senior Director of External Affairs at Musicopia, an organization with five decades of history providing equitable access to music education and enrichment for Pre-K through 12th grade students and their communities in the Philadelphia region. I have a long-time relationship with Musicopia, including serving on their Board and providing sponsorship support over the years. The organization has grown exponentially over the last decade under the leadership of someone I've had the good fortune of working with when she was on my Board at the Philadelphia Chapter! When she presented me with the opportunity to work for Musicopia, I knew I had to apply!

Why are you a member of AFP-GPC?

When I started at Musicopia, one of my colleagues was a member of AFP and introduced me to all the AFC-GPC opportunities available to members. While I have some experience with sponsorships and grants, I am new to charitable fundraising and knew I would find a lot of insight, direction and support by joining AFP. As a new AFP member, I look forward to networking, building skillsets and knowledge and even finding a mentor here at AFP-GPC!

Where do you like to volunteer outside of AFP?

I enjoy advocacy work and have done so for many years for music-related legislation in DC and Harrisburg. Additionally, I am active in the Alzheimer's Association advocacy efforts. Like so many others, I have watched a parent suffer through years of progressive cognitive decline from a disease we still have not found a cure for.

What do you do with your free time?

Cycle. Travel. Cycle while traveling. Go see good music. Drink coffee and do CrossFit. All with my wife and good friends!

What are your future aspirations?

There is just so much opportunity to broaden awareness of Musicopia and Musicopia Dance. We are very highly regarded in the education space but are not as well known by music and education supporters, meaning persons that can get involved with Musicopia and Musicopia Dance as volunteers, teaching artists and donors.

Equally as important is growing our donor relations program, since that area of funding is an increasingly crucial aspect to being able to keep our good work in the community going strong.

My vision for the next five years is to see Musicopia and Musicopia Dance extend our programmatic impact by leveraging a robust data-driven new development program we are building today.

What are your hopes for AFP-GPC moving forward?

I think it's critical for any membership organization to continue to create a welcoming environment for potential members: new members provide the organization fresh insight and energy to expand and maintain relevancy. AFP-GPC has an opportunity to do so through its mentor programs, by helping pair new members with current members, and opening the door to committee seats for engagement. I look forward to pursuing all it has to offer!

Member Spotlights



JAMES COPES **President,** **Tolsma Productions**

Tell us a little bit about your career background.

I'm the principal of Tolsma Productions, a video production company with

a soft spot for supporting nonprofit organizations across the country for almost 30 years.

Backing up, however, I've taken a notably circuitous path: I've been an EMT, a cook, and a bouncer, amongst other things. About 14 years ago I became an employee of Rich Tolsma Productions (now just Tolsma Productions) and about 3 years ago I bought the company, with Rich staying onboard as one of our employees. We partner with nonprofit organizations to tell their stories using video. Often these are stories of impact used for fundraising. I'm very fortunate that my varied life experiences prepared me to relate to people from all walks of life and do a job that I truly love. (It's definitely luck, as I certainly didn't plan it!)

One day we'll be in an operating room working with surgeons to capture a day in their life, the next we'll be interviewing people in recovery from Opioid Use Disorder. While the variety is certainly exciting, what really keeps me going is the constant reminder that I am afforded an incredible privilege—being entrusted with someone's story. On their surface these stories can range from heart rending to hum drum; but at their core they're all human.

Our industry has changed a lot since I've been involved, but we are engaging in something that is as old as our species: storytelling. We often say we choose to work with a nonprofit simply because "that's where the best stories are."

Why are you a member of AFP-GPC?

I'll tell anyone who will listen: AFP is where I learned everything I know about fundraising and the nonprofit world—often by osmosis. Belonging to our chapter has helped me immensely, building a network of like-minded professionals; some of whom I'm lucky enough to now consider friends. I'm a big believer in being generous with my time and resources, and that same spirit abounds at the chapter level at AFP.

Where do you like to volunteer outside of AFP?

I don't currently "physically" volunteer anywhere, but I have given, and continue to give, a lot of my time to organizations who request in-kind donations. Both myself and Tolsma support numerous nonprofit missions and help them make new connections, just as they do for me/us.

What do you do with your free time?

I'm an avid cyclist, although I've given up racing cyclocross for more leisurely road rides on the weekdays. When possible, I'd prefer to be spending time with my husband and our dogs.

What are your hopes for AFP-GPC moving forward?

I'm very excited to see the chapter continue to evolve and grow. As a regular attendee of Franklin Forum, and then Compass, and now Leading Philanthropy (LP), it gives me hope to see the event continue to improve and grow. I strongly believe there's something lost when we can't meet in person to learn and network—so many in-person events were lost post-COVID, I'm happy to see GPC continue to host coffee conversations, partner with others on LP, and many others. As a company, we're excited to continue our partnership with AFP-GPC into 2026. It's our hope that we can play a role in the Greater Philadelphia Chapter achieving the best video and social content of any AFP chapter.

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Member Spotlights



JESSE PARK
President, amplifi

What got you into nonprofits and fundraising?

Ever since I was young, I believed in giving back to help communities. I'm a big believer that it is everyone's responsibility to do their part

in making our collective communities stronger, healthier, cleaner, and fairer—a better place for future generations. In many ways, the essence of nonprofits has always been in my DNA.

After stints in various industries from technology to finance, I found myself at amplifi 21 years ago. At the time, we had a more broad-based set of clients, which included a strong niche of nonprofit and educational clients that I latched onto. Working closely with them I realized there was so much more that they can do.

I began translating for-profit marketing innovations like personalization, multi-channel integration, and digital automation into fundraising (concepts foreign to most orgs at the time), and helping our clients better understand how to use their data. Furthermore, I saw first-hand how reactive organizations were to get stuff out due to limited bandwidth, and how often results could have been more effective with better planning.

So that's what I sought to do with amplifi – and we built our services around a more data-driven, innovative approach for nonprofits. powering proactive, strategic campaigns that optimize results. Now, that's all we do. In many ways, what I'm doing now is a culmination of decades of living out my belief in helping others to make our world a little nicer.

Why are you a member of AFP-GPC?

I want to be a part of a group of passionate fundraisers that are working together to make this industry better. I believe that AFP-GPC facilitates that, especially through their monthly Coffee and Conversation discussions – I thoroughly enjoy being a part of those—and the annual Leading Philanthropy conference.

What causes are you most passionate about?

My partner and I have always been big believers in getting people to love reading. We are passionate about literacy-based issues, as well as art and culture. We also support animal welfare causes (we have 2 dogs, 5 cats, and other outdoor cats we take care of), LGBTQIA+ organizations, and social groups fighting for a better society for ALL people.

Tell me something about you most people might not know?

I'm an avid book collector and have helped each of my four kids start their own personal collections as well. My partner and I are primarily interested in books from the turn of the 19th century, but also have a strong Tolkien collection, as well as a growing set by African-American authors, and a number of signed modern books.

What would one thing be that you would tell an up-and-coming fundraiser?

Be open minded, and willing to learn. Always be learning. It's the one piece of advice I always tell my kids, that if you are curious and interested in digging in deeper, you will always find a level of success. AFP-GPC is a great place to learn from others and stay open too.



215-849-7010
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5 Effective Ways to Write Appeal Letters to Increase Donor Giving



Writing a good fundraising appeal letter is a delicate balance of storytelling, meaningful facts, and an ask that makes sense to the donor. How can you keep your letters fresh and effective? Getting that chemistry right every year—or several times a year—takes a lot of thought and creativity.

Varying your letter's approach can help keep the appeals emotionally evocative and relevant. In our work with numerous nonprofits throughout the Greater Philadelphia/New Jersey area, we have found that the most effective nonprofit appeal letters come in several different formats, whether printed or digital. All of them reinforce the mission of the organization, highlight the ongoing need, and remind the donor of their impact, but they do so in distinct ways. Changing your appeal letter's style may help your messaging seem more authentic and less boilerplate, leading to increased engagement and support.

Here are five ways to connect with the reader and give them a personal feeling for how their donation makes a tangible difference.

1. Appeal Letter from a Community Member

A letter directly from a community member whose life has been changed by the nonprofit is a powerful way to bring an organization's work to immediate life. Hearing from a mother whose son benefited from a healing nature camp, an amputee veteran who received physical therapy and counseling, or a daughter whose aging parents were beautifully cared for in their final days is a moving endorsement of the nonprofit's work. It also reminds the donor of the transformative power of their gift.

The letter can be crafted and carefully written based on the community member's experience and come directly from them or it can be edited by someone on your staff or marketing team, retaining the appropriate pertinent details and tone. The story should convey how the person was helped or changed by the nonprofit's work and suggest that many other people are waiting to be helped in a similar manner. Be sure to incorporate photos into the design of the letter to significantly enhance the power of the story.

The *ask* to the donor can come directly from the community member in a personal appeal to help others as they have been helped. Utilizing a handwritten note for emphasis can also be impactful on the letter.

2. The “Sandwich” – Story within the Appeal

This method also focuses on a singular story, this time told in the third person. The personal details are “sandwiched” between the hard facts and details.

For instance, the letter could start with a statistic about rare kidney disease, and then profile a child who has been diagnosed, what their challenges are, and how that child received the right treatment with the help of the nonprofit. The story should include quotations from the child or the family, ending the “story” portion of the letter.

The last section of the appeal letter can present facts about how the nonprofit has helped many people and families dealing with rare kidney diseases, and then ask for a donation, illustrating how a gift will benefit someone like the child they just read about. This “sandwich” letter is a strong combination of personal appeal and convincing facts, the perfect recipe to increase donor giving.

3. Appeal with Infographics

Sometimes, the best nonprofit appeal letters let the numbers tell the story. If your organization has numerous impressive statistics to share, presenting them in an easy-to-read infographic can be a powerful way to demonstrate impact. The actual letter can be brief. Simply introduce the infographic to provide context and include a call to action. The infographic can be on a separate page, on the back of the letter, or on the same page as the letter. Then let the facts speak for themselves.

Use icons and branded typography to tell people how many pets your shelter saved, how many pets were adopted, and how many life-saving surgeries or treatments were performed—along with an adorable photo or two! This style can be a succinct, effective way to show both need and impact.

4. Appeal Letter that Focuses on a Specific Need

Narrowing the appeal to focus on a specific need, such as a new playground for a school or an MRI machine for a clinic, can help focus the donor's attention and demonstrate how their gift addresses a specific, immediate demand. Like the personal viewpoint of a donor or a recipient, it makes the need less abstract and gives the donor a feeling that they are having a targeted impact. The letter can be structured to

Continued on page 11

introduce the problem (the children's playground is currently unsafe, so kids are stuck indoors for recess) and then clearly explain how the project is part of the nonprofit's mission and how it will make a difference. You can even detail the target funds needed so the donor will know exactly what percentage of expenses their gift will meet.

5. Appeal Letter from a Donor

A letter from a donor who has seen their gift be transformative can be a great way to connect with a prospective donor. The letter can describe why the donor gives to the organization (perhaps a personal back story or a life event that inspired their support) and how rewarding they have found their involvement. They can describe how their gift(s) directly and meaningfully impact the recipients. Hearing about the impact [firsthand from a passionate donor](#) can give the reader some perspective on how funds are used and how they affect recipients. A direct ask from a donor can be especially powerful; they are a living testimony of how meaningful support can be.

As with the first two appeal styles, photos and quotations, perhaps from a community member the donor affected, will help bring the story to life. The letter can be crafted by the donor themselves or by a member of your marketing staff.

The Best Nonprofit Appeal Letters Make it Easy to Donate

Your approach may vary from year to year, depending on what complements the campaign's goals. Whatever your approach, be sure to tailor the *ask* to the letter. Here are some examples of different types of letters that use varied types of calls to action:

For the millions of people suffering deprivation, duress, and catastrophic loss, programs like these offer hope and

*essential coping skills. **Please help us support "Recovery During the War" and other critical relief programs that save and change lives, like Svitlana's. Your generous donation will help us to continue to serve and heal.***

*There are still lives to save and families to help. **Will you be their lifeline?** Your tax-deductible gift creates a healthier future for all those affected by rare kidney disease. Every donation, no matter the amount, makes a real difference.*

*Your support can give one of these students an entire year of university tuition. **Your gift is more than financial; it is a gift of hope.** You are giving these students a path forward.*

Finally, offer plenty of ways to give. If the letter is printed, include a QR code and a URL to a donation landing page, even if a separate remittance envelope or card is provided. If the letter is emailed, include live buttons and links to a donation page. This will facilitate gift-giving while keeping the feeling fresh in the recipient's mind.

The Right Letter Inspires Change

Whatever format you choose, a successful appeal letter is about making a genuine connection. Donors want to make a difference, and your words can show them exactly how they can. With every letter, you're inviting them to be a part of something special, and if you make it clear how meaningful your cause is, they will be eager to help.

If your nonprofit would like a free 30-minute consultation with Trillion, [reach out to them here](#) or call 908.219.4703.

[Lou Leonardis](#) is the Co-founder, Creative Director and a Brand Builder at [Trillion](#). Trillion is proud to be a multi-year AFP GPC sponsor, exhibitor, and presenter at the Leading Philanthropy conference.

Help Us Renew Our IDEA Champion Designation

As part of our commitment to excellence, we are in the process of renewing our IDEA Champion designation, and your participation is crucial to our success!!

As part of its commitment to IDEA, AFP encourages its members to voluntarily share their demographic information.

- This is **not a membership requirement**, and your information is kept **confidential**.
- Your demographics are only accessible to AFP Global staff and select chapter board members.

To complete this information, please log in to your [AFP Global account](#) and select **"My Demographics"**.

Your contribution to achieving the IDEA Champion designation is invaluable, and your cooperation is greatly appreciated.

If you have any questions or encounter difficulties, please contact us at chapter@afpgpc.org.



Upcoming Events!

National Philanthropy Day (NPD)

Wednesday, November 12, 2025 • 8:00am-11:00am • Crystal Tea Room, Philadelphia, PA

National Philanthropy Day is three weeks out and we can't wait to celebrate all the people and partnerships that shaped giving and community impact over the past 12 months across the Greater Philadelphia Region. If you have not yet registered, we encourage you to read about some of our honorees below and visit our website for full event details and logistics. You can register online here. For further assistance with registration, you can also reach out to AFP-GPC directly. A seated breakfast will be served and there will be ample time for networking before the program begins.

End of Year Coffee Conversations:

"Monthly Giving - From Best Practices to Challenges"

Thursday, November 20, 2025 • 8:45am-10:00am
RSM Center City: 30 S. 17th Street, Suite 710,
Philadelphia, PA
RSM Suburbs: 518 Township Line Road, Suite 300,
Blue Bell, PA

"How to Thrive as a Development Professional During the Busiest Month of the Year"

Thursday, December 11, 2025 • 8:45am-10:00am
Zoom - Virtual

Upcoming Events for 2026

Annual Meeting: "The State of the Sector - Examining Philanthropy in Philadelphia"

Thursday, January 29, 2026 • 8:00am-11:00am
The Wistar Institute, Philadelphia, PA

Philanthropy Symposium

Wednesday, March 11, 2026 • 8:00am-11:00am
Hirtle Callaghan, Conshohocken, PA

Visit afpgpc.org to register for upcoming events

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M. Jane Williams Professional Development Award



DREAM BIG!

The M. Jane Williams Professional Development Award was first announced by L. Scott Schultz, President of Schultz & Williams, at the 2018 National Philanthropy Day Gala Awards Breakfast. Established in memory of Jane Williams, the Award is awarded annually by AFP-GPC to mid-career fundraising professionals in need of financial support for advanced training, conferences, certification, or other professional development activities. The M. Jane Williams Award propels the awardees' careers forward, and in turn, they pick up in small ways where Jane left off by serving the greater Philadelphia philanthropic community.

**Will you make a gift this year to the
M. Jane Williams Professional Development Award?**

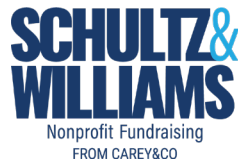


Learn more and Give

https://www.philafound.org/give-now/?give_cause=M-Jane-Williams-Professional-Development-Fund

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CALLING ALL VOLUNTEERS!

There's no better way to give back to the chapter or the not-for-profit profession than by volunteering for one of our committees. Joining a committee is a great opportunity to expand your network and share your skills to advance the fundraising profession as well as learn new practices from your colleagues. For those members with an interest in a particular sector of the philanthropic community, the chapter offers the opportunity to participate in one of our special interest group networks.

Committees are **always accepting new members**. To get involved right away and ensure maximum participation as a committee member, please complete and submit your **Committee Interest Form**. Join your chapter colleagues who have chosen to advance their networks and careers while enhancing member programs and services. Make an investment in your profession and yourself.

For additional information regarding volunteering, please feel free to connect with AFP-GPC Board Member and responsible for AFP-GPC Volunteer Engagement, Kristen Luke Brooks: brooks@afpgpc.org. She is happy to speak with you regarding all of the amazing opportunities there are to volunteer at AFP-GPC.