



2017 Chamberlain Scholarship Recipient: Deanne Glaser

I am incredibly grateful to have been chosen as the 2017 Chamberlain Scholarship recipient, and to have been able to attend the International Fundraising Conference in San Francisco. As the Advancement Manager at the Monterey Museum of Art, I benefited from having attended the conference as it provided an opportunity to meet other development professionals, attend amazing lectures, and be inspired by powerful speakers such as Shiza Shahid and Cleve Jones. Both of the speakers' testimonials demonstrated the power of perseverance, which can be applied to all jobs—but especially fundraising. Much like how Shiza and Cleve persevered through their trails, fundraisers make a constant effort to succeed in fundraising to further the mission of an organization.



The conference offered many different sessions to choose from, and my goal was to choose a variety of sessions to broaden my horizons as a fundraising professional. The Museum has been striving to be more of a data driven organization, so I found “The Fundraising Effectiveness Project and Data Driven Nonprofits” session to be helpful as it offered useful resources. One session I found especially helpful was, “Pivoting: The Secret to Successfully Handling Difficult Donor Conversations”, because it offered practical ways of talking to donors, and stressed the importance of donor engagement in an organization. Lastly, the Museum is going to be focusing on its planned giving program more, so I found the “Looking for Gifts in All the Right Places: 10 Clues That You’re Talking to a Planned Giving Prospect and What to Do About It” session to be extremely helpful.

By attending the conference, I was able to bring back new ideas, best practices, and professional contacts that will benefit the Museum and myself. One of the sessions talked about ways to thank the donors—which we will continue to improve upon. We want to ensure donors know how much they make a difference in our work.

The conference raised the bar on my own professional development and will help me to be more effective as the Museum’s Advancement Manager. Ultimately, the knowledge gained will help the Museum to retain and gain donor support moving forward. Thank you for this incredible opportunity.

To learn more about the AFP Monterey Bay Chapter, Chamberlain Scholarship, visit afpmontereybay.org/chamberlain-scholarship/ or contact Jennifer Wood, Scholarship Chair, at Jennifer.Wood@chomp.org.