



# The Keyway

January 22, 2008  
Issue 4392

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## Rotary Calendar

**January 22, 2008**

**George Stevens, Coastal Community Foundation**

**January 29, 2008**

**Ray Parrish, Ford Motor Company**

**February 2, 2008**

**Adopt-A-Highway Service Project**

**February 5, 2008**

**Education & Economic Development Act**

## Blackbaud and the State of Giving

*January 15th:* Marc Chardon shared his insight on philanthropic giving and Blackbaud, which has dramatically increased revenue and the number of customers since his arrival as CEO. Marc, an Economics Honor Graduate of Harvard, worked for both Digital and Microsoft before joining the company. His involvement in the world of philanthropy, non-profits, and service began early. As a young man he volunteered with the Waterfront Historic Area League, which was founded by his grandmother, to preserve the historic whaling town of New Bedford, MA.



**Marc Chardon**

Marc's move to Blackbaud in 2005 was due to his interest in helping philanthropic organizations be more successful worldwide. We are glad he not only chose helping non-profits, but also that he's with Blackbaud. He shared insights about clients making important contributions to our society.

As a leading fund raising software developer, Blackbaud has pioneered tools to help organizations develop long-term relationships with donors and currently has 19,000 customers in 56 countries. Blackbaud began as a developer creating payroll software for independent schools. The company's Target Analytics division conducts research and publishes the Quarterly Index of National Fundraising Performance as a service to the non-profit community. A particularly alarming trend is that the number of people giving is down 2% per year with the number of new donors down 6.3% per year. Research is being done to figure out the cause and the impact on non-profit organizations. One concern is younger generations are not engaged by traditional fund raising. They tend to think, act, and even acquire information differently than previous generations.

Marc shared five key trends of concerns. 1) The needs of individuals in all countries continue to go up, while government is doing less to address them, 2) Globalization

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### In other business. . .

**Bill Christian** led us in the Invocation and Pledge of Allegiance. **Robin Freer** introduced visiting Rotarians & guests, and Health & Happiness was offered by **Cooper Coker**. **Bob Pitts** introduced our Guest Speaker, **Marc Chardon**.

## Splinters from the Board

Your “pocket change” does make a “life” change in others:

Bucket contributions collected were **\$128.65.**

### Program Committee meeting notice

The Program Committee meeting will be held this **Tuesday, January 22 at 11:45am.**

### February Board Meeting

The next board meeting will be held on **Tuesday, February 12 at 11:30am.** All current, as well as newly elected board members, should attend.

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is causing a proliferation of fund raising organizations, such as addressing breast cancer with 600 organizations, 3) Donors are becoming more skeptical. They want to know “who” they are giving the money to and they also want to know “where” it is going and “how” it is going to benefit, 4) Generation Y isn’t reached by traditional fund raising methods and there is a great deal of concern with ways to get their attention, and 5) Changes in technology are affecting fund raising just as they are others.

Marc indicated that when he talks with executives in the philanthropic community, they express concern for at least 3 of the 5 trends. More research is being done to understand who has the capability to contribute, the type of gift they might give, and how to best approach them. A “Planned Giver,” who typically leaves money to a non-profit in their will, has a vastly different profile from a “Major Giver” who might donate a significant amount of money at one time. Blackbaud is working to not only provide the tools to contact and develop relationships, but also better ways to understand how to work with them.

The questions high-lighted some great reasons for having Blackbaud in our community. One comment related to the number of people who worked at Blackbaud at one time and had started other businesses. Asked where they source their employees, Chardon commented, “While Charleston is a great place to live, we do need more of a high-tech industry to make it easier to attract mid-level individuals.”

*Submitted by Wayne Outlaw*

### Announcements:

#### Empty Nest Clothes Drive

We have all survived another Holiday Season and you have probably come to the realization that either you have clothes you no longer want or can wear or your family no longer needs the clothing in their rooms and closets and that those clothes need to be relocated or reallocated.

In continuing our club’s efforts to put service above self, we are going to supply large containers for you to drop off all the clothes you and your family no longer need or want. Your contributions will go the students and parents at Wilmot Fraser School. Fraser provides clothing and supplies to their student’s families which will include newborn babies all the way up to senior citizens. This is part of Fraser’s commitment to the whole family in their community.

Please bring any clothing you would like someone else to enjoy to the next two Rotary meetings, and we’ll do the rest. Please note we are looking for infant to adult clothing and shoes that are clean and usable (that you would wear yourself). Let’s support the students and their families!

#### The Four Way Test

1. Is it the **TRUTH?**
2. Is it **FAIR** to all concerned?
3. Will it build **GOOD-WILL** and **BETTER FRIENDSHIPS?**
4. Will it be **BENEFICIAL** to all concerned?

**AREA CLUB MEETING TIMES**

**Summerville - Oakbrook**  
Wescott County Club  
Monday 7:30 AM

**North Charleston**  
Airport Radisson  
Monday 12:30 PM

**East Cooper Breakfast**  
Zeus Grill & Seafood  
Restaurant  
Tuesday 7:30 AM

**Goose Creek**  
Oaks Country Club  
Tuesday 1:00 PM

**Charleston**  
Citadel Alumni House  
Tuesday 12:30 PM

**Mt. Pleasant**  
Holiday Inn  
Wednesday 12:30 PM

**Summerville**  
Sticky Fingers Restaurant  
Wednesday 1:00 PM

**North Charleston Breakfast**  
Embassy Suites  
Thursday 7:30 AM

**Daniel Island**  
Daniel Island Medical  
Center  
900 Island Park Drive  
Wednesday 7:30 AM

**Moncks Corner**  
Western Sizzlin  
Highway 52  
Thursday 12:30 PM

**St. Andrews-Charleston**  
Bessinger's BBQ, Hwy. 17S  
Thursday 12:30 PM

**Charleston Breakfast**  
Harbour Club  
Friday 7:30 AM

**St. Johns Parish**  
Berkeley Electric Coop  
Maybank Hwy.  
Wednesday 7:30 AM

**Mark your Calendars**

Our next Adopt-A-Highway service project is scheduled for Saturday, February 2nd. This is an excellent way to give back to our community and get a Rotary make-up credit at the same time. It takes no more than two hours. Volunteers should plan to meet at First Federal on Harborview Road at 9am. Our club is responsible for keeping Harborview Road clean from Ellis Creek Bridge to Fort Johnson Road.

**Salvation Army Update**

Thanks again to all those members who came out on the Friday before Christmas to "ring the bell" for the Salvation Army. Despite the early morning rain deluge, it cleared for the afternoon and our club members raised \$592.69. Your time and effort was very much appreciated by the Salvation Army!

**Bucket Money to Water Missions International**

The board decided that all money collected in the buckets during the month of February will be donated to Water Missions International to support one of their Living Water projects. More details will follow in the coming weeks, but we hope you will plan to support our effort to help provide clean drinking water to those in need.

**Rick Moore Nominated for District Governor Elect**

Rick Moore of Charleston has been nominated to become the District Governor for Rotary District 7770 in 2010 - 2011. The district encompasses the entire eastern half of South Carolina and includes 78 Rotary clubs. He was selected by a district nominating committee on January 10, 2008. "Serving as Governor in District 7770 during Rotary Year 2010 - 2011 is a distinct honor. Our District is comprised of almost 5,000 members actively addressing issues of Poverty, Health and Education through 78 Clubs in South Carolina with a proven record of success locally, nationally, and internationally."

**Birthdays**

Jan. 22 – Debbie Sisco  
Jan. 27 – Doug McFarland  
Jan. 27 – Conrad Zimmerman

**ATTENDANCE SCORE BOX**

January 15th, 2008  
**141**

**Members Absent:**

Anderson, A., Anderson, I., Arnaud, Atkins, Bailey, Berlin, Body, Brockinton, Bryan, Butts, Cartland, Condon, Chip, Cook, Cra-ven, Creech, Dulles, Echols, Edwards, Ellington, Ethridge, Forbes, Gaillard, Gailliard, Geffert, Gershon, Gill, Groseclose, Ham, Helms, Jackson, Johnson, Al, Johnson, Angie, Jones, M., Kelley-Duncan, Kerrigan, Krawcheck, Lawrence, Leibowitz, Lester, Livingston, Lyles, McKay, McKnight, Meetze, Mobley, Morse, Murdy, Nagy, Norvell, Peters, Poliakoff, Postell, Prewitt, Prout, Rosa, Sisco, Smith, M., Spell, Taylor, Thomas, L., Thompson, Trawick, Watkins, Welborn, Wilson, J., Wilson, S., Wish, Witte, Yarborough, Zucke

**Out of Town Make-Ups:**  
None

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**Keyway deadline:** 5 p.m. Tuesdays  
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**Remember the 4-Way Test  
in all you do.**

**WE'RE ON THE WEB:**

WWW.CHARLESTON-ROTARY.ORG

District Governor #7770: Mary Martinl

Rotary International President: Wilfrid J. Wilkinson

**2007/2008 Officers & Committee Chairs**

Jermaine Husser, President  
Andy Brack, President-Elect  
Don Horres, Treasurer  
Don Oswalt, Secretary  
Amy Jenkins, Past President  
Herb McGuire, Sergeant-At-Arms  
Jennet Alterman, Club Service A  
Richard Gershon, Club Service B  
Amy Riley, Club Service C  
Tom Sweeny, Education  
Andy Brack, Community Service  
Ellen Jackson, Vocational Service  
John Bleecker, International Service  
Anita Zucker, RCCF  
Carroll Schweers, Executive Secretary

**Jennet Alterman, Club Service A**

Jim Geffert, Programs  
Don Oswalt, Fellowship/Family of Rotary  
Rhett Dunaway, Health & Happiness  
Richard Gershon,  
Visiting Rotarians & Guests  
Jim Parker/Tony Holz, Invocation  
Ricky Bailey, Emblem  
Herb McGuire, Sergeant-At-Arms

**Richard Gershon, Club Service B**

TBD, Membership Retention  
Vito Scarafile, Rotary Information  
Johnny Jordan, College of Knowledge  
Amy Jenkins, Membership Development  
Kenny Krawcheck, Classification  
Earl Walker, Nominations  
TBD, Special Events/Social

**Amy Riley, Club Service C**

Bill Crowe, Keyway  
Don Horres, Finance  
Gitta Wombwell, PR/Magazine  
Richard von Werssowetz, Roster  
Lisa Thomas, By-Laws  
Cooper Coker, Capital Creations

**Tom Sweeny, Education**

Joan Ustin/Dennis Bergvall,  
Excellence in Education  
Jay Hart, Rotary Scholars  
Kathy Jones, Rotary Readers  
Kathy Jones, School Partnership Coordinator  
Tom Sweeny, Barrier Island Trip  
Ray Jones, Students & Seniors  
Tom Sweeny, Sea Student Program

**Andy Brack, Community Service**

Cooper Coker, Salvation Army  
Mary Peters, Senior Aging & Issues  
Cooper Coker, Environmental Protection  
Jennifer Audi, Wellness

**Ellen Jackson, Vocational Service**

**John Bleecker, International Service**

Kyra Morris, Rotary Foundation  
Stovall Witte, Ambassadorial Scholars  
Robin Freer, GSE  
Frederick Dulles, International Grants