



President's Column

Dear WID Members,

In 1980 Betty Becker, the Development Director for the National YWCA, set in motion a series of gatherings that ultimately evolved into the organization that is now WID, New York. She organized group discussions at her offices to talk about professional development for women and minorities that would enable them to advance in the field of fund raising.

In 2005 WID, New York will begin its 25th anniversary year. It is a milestone we plan to celebrate. Please be in touch with us if you have suggestions on how we might mark the occasion.

Last month's newsletter described some of the information garnered from the survey we recently conducted. The Board spent a day in July focusing on the survey analysis and how it might influence our organization's direction in the future. We are currently working on plans that will address some of the recurring ideas and suggestions in your responses.

Our foremost priority is better serving our members. We want our members to think about and use WID as a major resource for the advancement of their careers. Our mission statement emphasizes this role. It states that WID is "a supportive and collegial network through which women in the field of development can assist in one another's professional growth . . . and must be dedicated to the advancement of women in fund raising careers."

We are eager to provide more opportunities to be supportive of one another. Our top priorities include enhancing communication between the Board and our members as well as among our members in general. Another is to further develop our programming, so that each of our various constituencies is better served. In many ways, we are seeking to recapture the original sense of camaraderie and connectedness that existed when WID was a much smaller organization.

As the 2004-2005 year progresses, I look forward to meeting more of you and working together to make WID an even more dynamic resource for all of us. More to come.

Warmest regards,

Brenna Sheenan Mayer
President



"Future Hindsight" How Emerging Social, Economic, and Technological Issues Impact Development Strategy

FEATURING

Lisa Aldisert

President, Pharos Alliance

Monday, November 1, 2004

12:00 to 2:00 p.m.

The Princeton Club

15 West 43rd Street

*Members: \$40 in advance/\$65 at the door
Non-Members: \$50 in advance/\$65 at the door
Cancellations not accepted after
Wednesday, October 27, 2004*

Women in Development, New York's monthly speakers provide insight into trends that are specific to the philanthropic and development arenas. In this multi-faceted world, however, it is important for us to reach outside of ourselves to look at other trends that may impact the organizations for which we work and our fund raising efforts for them.

Ms. Aldisert's presentation will provide us with ways to identify relevant trends, to think about fresh approaches to planning, and perhaps even to reinvent our business development strategies.

Some of the ideas that will be covered in this presentation include how to:

- Identify market trends that have a direct impact on our organizations and our constituents.
- Develop strategies to position our development efforts as cutting edge.
- Proactively use change to our advantage in our development activities.

Some of the benefits you will receive by attending this program include how to:

- Discern the impact of trends on development strategy.
- Learn to think creatively to discover new solutions to development challenges.
- Lead our organizations and influence our clients through ongoing change.

Lisa Aldisert is president of Pharos Alliance, a business advisory firm specializing in strategic business growth and leadership development. A workplace trends expert, consultant, and speaker, Lisa works with companies that want to profitably grow their businesses and enhance productivity. She provides solutions for business growth, leadership development, and personal performance.

After sixteen years as a banking executive, Lisa successfully made the transition to business owner. She is a contributing columnist for business and professional periodicals and is the author of **Valuing People: How Human Capital Can Be Your Strongest Asset** (Dearborn Trade Publishing). She is a frequent speaker on strategic business topics.

Special Announcement

WID is delighted to announce that our December luncheon speaker will be

Alison R. Bernstein

Vice President, Knowledge, Creativity and Freedom

The Ford Foundation

December 6, 2004

So mark your calendars and register early, as we anticipate this event will sell out quickly.

10 Tips for Successful Salary Negotiation

by Virginia H. Strull

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Salary negotiations are some of the most stressful and important situations we encounter. Preparation is key. Here are some tips to help you get what you want and deserve:

1. **Start at the beginning:** The best time to begin the salary negotiation process is at the job offer stage—all further negotiations are based on your starting salary. Also, learn the policies for salary review during the interview process.
2. **Know your worth:** When considering a new job or negotiating for an increase, find out what the marketplace is paying at organizations in your field and budget size. Do this by talking to colleagues, looking at job postings and salary surveys. Work with a search firm if possible.
3. **Add value to the organization:** The amount you can command depends on your track record of success in previous positions and what you have to offer to your new employer. Make sure to keep your skills updated and be a team player.
4. **Toot your own horn:** Track your accomplishments and how they have contributed to the overall mission of the department or organization and keep your supervisor informed of your successes. Present them in written form; thank you letters from the public, donors or others are effective and concrete demonstrations of success.
5. **Negotiate:** Know what you want and what you will accept. This means you should have an idea of the maximum you dare ask for without alienating your prospective or current employer. You should also know your bottom line or the lowest figure you will accept. Have a goal in mind that is somewhere in between your ideal salary and your bottom line.
6. **Be a confident negotiator:** If you have done your research, and are prepared to present your accomplishments professionally, you are in a position to do this. Part of convincing an employer that you are worth what they want is convincing them that you believe you are worth that much. Remember to use confident body language and speech patterns.
7. **Enter the negotiation in a positive state of mind:** If you approach this in the right state of mind you are more likely to remain calm, polite and rational. Put your issues on the table, be patient, take your time and listen to the concerns of your employer. Remember, the negotiation process may take some time and more than one discussion.
8. **Be flexible:** If the job is exciting to you, but the salary you want is not possible because you are yet to establish your worth in a new job, ask for an early salary review. See if a performance bonus for reaching mutually established goals is a possibility.
9. **Be creative:** If, after presenting your best case and for a legitimate reason, the monetary increase your request is not possible, have alternatives in mind. Perhaps extra vacation, a more flexible schedule, or other non-cash incentives can be provided in lieu of cash.
10. **Establish terms:** Get the terms—salary, benefits and other incentives—in writing.



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New York

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