



# GOALS



## PROMOTE INCLUSION AND EXPAND INFLUENCE

AFP reflects a diverse and inclusive community, evolving and enhancing our global influence and mission impact.

### **Objectives:**

- Engage diverse nonprofit and chapter leaders in creating an AFP vision and core principles for diversity and inclusion.
- Create a welcoming environment for diverse fundraising professionals.
- Broaden AFP's role as an influencer, building on our skills, expertise, and the strength and impact of our chapters, members, volunteers, and strategic partners.



## LEAD ETHICS, POLICY, AND ADVOCACY

AFP inspires members and the public to engage in philanthropy-friendly public policy and ethical fundraising, ensuring appropriate laws, regulations, and standards that encourage giving and volunteering, and strengthen fundraising and philanthropy globally.

### **Objectives:**

- Collaborate with select partners around the world to maximize ethics and advocacy effectiveness.
- Increase public policy and ethics actions at the local level.
- Highlight ethics as an integral value that sets AFP apart. Encourage greater awareness of the importance of ethics and standards among members, the sector, and the public.



## ADVANCE SOCIAL GOOD

AFP advances social good in our local, national, and international communities by empowering members, engaging decision makers, leveraging donors and funders, and mobilizing our networks.

### Objectives:

- Engage CEOs and other organizational decision makers in recognizing the essential role of fundraisers.
- Build awareness of the power of philanthropy through AFP's robust network of members, industry partners, and other key stakeholders.
- Partner with funders and philanthropists to affirm the critical importance of the fundraising profession.



## PROVIDE RELEVANT QUALITY EDUCATION

AFP champions education, training, and information resources for fundraising professionals to succeed in all stages of their careers.

### Objectives:

- Reflect our audience and their needs, ensuring content is relevant. Assess current and future educational needs in the fundraising profession. Employ technologies to increase the accessibility of educational training.
- Expand education and training offerings to include leadership development in fundraising and philanthropy thought leadership, and as sector leaders.
- Forge reciprocal partner relationships as a multiplier to expand AFP's educational offerings



## STRENGTHEN CAPACITY AND CONNECTIVITY

AFP is a dynamic and principled organization, striving to deliver top-notch services, and investing in revenue generation for long-term financial sustainability and capacity building opportunities.

### Objectives:

- Create a transparent and accountable environment for telling AFP's story.
- Improve the service delivery model and illuminate the AFP value proposition to strengthen the link between chapters, members, and the international organization.
- Prioritize revenue generation. Increase philanthropic support and expand, repurpose, and monetize products and services for targeted audiences to strengthen mission service delivery.

# GUIDING PRINCIPLES

## **Ethics and Trust**

As champions of ethical fundraising, fundraising professionals work to increase public trust in charitable giving. We are accountable to donors and their organizations to perform to the highest standards. We practice courage and integrity in the stewardship of private and public resources

## **Professional Preparation**

Fundraising professionals are prepared to serve as leaders and mentors within and on behalf of our organizations. We embrace continuing education and credentialing as pathways to advance in all stages of our professional careers. We use knowledge and skills to strengthen our organizations and communities. We understand, promote, and share best practices to use and grow the fundraising body of knowledge.

## **Advancing Philanthropy**

Fundraising professionals are leaders in developing a culture of philanthropy within our organizations and communities. We train staff, boards, and volunteers in ethical and effective fundraising practices. We work across organizations and nations to advance positive social good.

## **Inclusivity**

Fundraising professionals reflect the diversity of the communities we serve. We work to address the needs of a diverse society. We welcome and support a diversity of individuals and offer pathways for them to succeed.

## **Partnership and Collaboration**

Fundraising professionals are trusted partners with donors in achieving social good. We collaborate locally and globally with other organizations around shared priorities. We work effectively with decision makers in government and business to achieve shared objectives through philanthropy.

## **Creativity and Innovation**

Fundraising professionals stimulate giving through innovative practices and solutions. We imagine and research new ways to connect with donors and achieve results. We share effective ideas and techniques to promote success across the philanthropic sector.

# VISION

**To stimulate a world of generosity and positive social good through fundraising best practice.**

# MISSION

**The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.**



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