AFP 50th Anniversary
Chapter Tool Kit

Created by the AFP 50th Anniversary Chapter Work Group
August 2009
# AFP 50th ANNIVERSARY CHAPTER TOOL KIT

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INTRODUCTION
In 2010, AFP International, with more than 30,000 members and 206 chapters worldwide, will celebrate 50 years of advancing ethical and effective fundraising. The anniversary will officially be announced at the 2009 Leadership Academy and all anniversary activities will be completed by year-end 2010. A number of special events will take place over the course of this period of time. AFP strongly encourages every AFP chapter to proactively participate in the Anniversary and provides this toolkit to assist in those efforts. AFP gratefully acknowledges the work of the 50th Anniversary Task Force and the 50th Anniversary Chapter Work Group (see rosters) who are primarily responsible for the development of the 50th Anniversary Plan and this toolkit.

MEMBERSHIP CAMPAIGN
AFP chapters are encouraged to develop or enhance membership recruitment and retention campaigns and incorporate the 50th anniversary.

- Capitalize on the publicity surrounding AFP's 50th Anniversary
- Offer promotional incentives focused around the anniversary.

1. AFP International Headquarters will offer a $50.00 discount coupon in the month of June 2010 for new Active or Associate members.
2. AFP will continue to offer the 2-Year “Pay in Advance” $60.00 discount for renewing Active and Associate members and brand it as a special offer for the 50th anniversary.
3. Suggestion: Recruit young professionals (30 years old or younger), focusing on the future of the profession*, promoting fundraising as a smart career choice and investing in yourself.

*U.S. News & World Report ranked fundraising among the best careers in 2009. The magazine gave fundraising a grade of “A” in all categories including prestige, job market outlook, job satisfaction and training difficulty.

FUNDRAISING CAMPAIGN
AFP Chapters are encouraged to participate in the overall anniversary program by making a gift to the AFP 50th Anniversary Fundraising Campaign. The goal is for all chapters to make a gift that qualifies them for inclusion in the AFP Chapter 50th Anniversary Circle. All chapters that make the minimum required gift, based on the size
of their membership, will be recognized in the Anniversary Circle. The minimum required gifts are as follows.

- 401+ members $250 or more
- 251 – 400 members $200 or more
- 101 – 250 members $150 or more
- 50 – 100 members $100 or more
- 15 – 49 members $50 or more

The AFP Suncoast Chapter in Florida was the first chapter to join the Anniversary Circle through its generous gift of $1,000 to the Anniversary Campaign. That gift was quickly followed by the AFP Palm Beach County Chapter in Florida, which made a $500 gift.

AFP chapters with the capacity to make a large gift are encouraged to consider the 50th Anniversary Major Gift Program, with a gift of $5,000 or more. The AFP Nebraska Chapter has made a $5,000 gift and is the first chapter to make such a gift to the Anniversary Campaign. Chapters considering a major gift should contact Martha Kirkland at the AFP Foundation (mkirkland@afpnet.org) to learn about the unique major gift and recognition opportunities available to chapters.

In addition to recognition in the AFP Chapter 50th Anniversary Circle, all chapter gifts will be recognized in the 50th Anniversary Donor Recognition Program, and their anniversary gifts will be combined with their normal annual Chapter Treasury Campaign gifts for elevated recognition levels in the AFP Foundation’s regular donor recognition program. Chapters are asked to view their anniversary major gifts as unique and one-time in nature, and to consider funding them from the chapter’s reserves.

**HISTORICAL RECORD OF CHAPTERS**

The AFP 50th Anniversary Task Force is developing an overall history of AFP, which is scheduled to be completed by year-end 2009.

1. Each chapter should develop a written record of its own history so that the AFP and chapter histories complement each other.
2. This can be placed on the chapter website for all to see.
3. This history can be used to promote the local chapter and AFP and, once completed, sent to IHQ to be included in the official chapter file and the 50th anniversary section of the AFP website.
4. Information that the chapter should capture in the history includes:
   - Year the chapter was chartered.
   - An up-to-date list of founders and presidents for the chapter.
   - Total number of members in the chapter as of January 1, 2010.
   - Geographic area that the chapter covers.
   - Draft and post or email a synopsis of the primary chapter events that occur on an annual basis.
   - Significant milestones in the chapter’s history like your first NPD and first chapter conference.
   - Write and post the chapter’s history on the chapter website, or use chapter newsletters throughout the year to focus on specific aspects of the chapter’s development.
   - Capture personal recollections about the fundraising profession from members and their interaction/membership with AFP and the chapter. Encourage members to post these recollections and/or their stories to the Anniversary section of the AFP International Headquarters website.
   - Provide appropriate recognition to the longest-serving or most influential member(s) of the chapter and profile them, focusing on how the profession has changed, etc.
   - Recognize chapter founders, previous presidents and other leaders. This can be done on the chapter website and by recognizing them during the common monthly educational program in June 2010. (See page 7)
   - Recognize the chapter’s first awards program honorees and profile them again, if appropriate, asking them how the profession has changed, how philanthropy has changed, etc. (Or all award honorees.)
   - Use past chapter presidents to build this history. This can be a great way to get them re-engaged in AFP.

COMMUNICATIONS/MARKETING/SOCIAL MEDIA
Significant dates at the international level include the 2009 Leadership Academy, the 2010 International Conference and the 2010 Leadership Academy. Chapters can use the publicity surrounding these dates to better promote the anniversary in the local community.

1. AFP has provided a template press release announcing the 50th anniversary that chapters can release to local outlets. (Appendix A)
2. Use the 50th anniversary logo on all communication. (see page 10 for logo and guidelines)
3. AFP staff will be working on a video for all chapters to download and use after the 2010 International Conference to commemorate the anniversary. It will be ready for chapters in May 2010 and can either be used at a chapter’s National Philanthropy Day® event or June common chapter monthly educational program. (see page 7 for more information)

4. Write and post the chapter’s history on the chapter website, or use chapter newsletters throughout the year to focus on specific aspects of the chapter’s development. (See Historical Record of Chapter)

5. Use your chapter website and other communications to invite your members to submit personal recollections about the fundraising profession and their interaction/membership with AFP and the chapter. Encourage members to post their stories to the AFP International Headquarters website during 2010. This link will be available in January 2010. (See Historical Record of Chapter)

6. AFP will provide ideas for blogs, stories for websites and other communications that chapters can use to integrate the 50th anniversary into their programs.

7. Integrate the anniversary into the chapter’s National Philanthropy Day® function and/or awards event, as well as conferences.

8. Work with local foundations, corporations and/or other appropriate organizations to hold a panel on the history and future of philanthropy in the local community. (Please see details under June 2010 Common Chapter Monthly Educational Program, Page 7)

9. Secure local proclamations during 2010 from government officials in the community commemorating AFP’s overall 50th anniversary and the work and impact of the chapter in the local area.

10. Work with young people in the community as part of your NPD or other event and have them write, draw or paint or engage in other artistic medium about what philanthropy means to them.

11. Invite young professionals (five years or less experience; or under the age of 30) to write 1000 words or less on:
   a. What the profession might look like in 50 more years.
   b. Why they joined the profession.
   c. What they hope to accomplish as a professional.
   Chapters could honor the best local submissions.

12. Invite media to all chapter 50th anniversary special events.

13. Build awareness of events and anniversary through chapter social networking such as Facebook, LinkedIn, ammado.com and Twitter.
COMMON CHAPTER EDUCATIONAL PROGRAM IN JUNE 2010
FUNDRAISING PROFESSION: FOCUS ON THE FUTURE

Background
AFP was incorporated in June 1960. In order to capitalize on this milestone, AFP asks that every AFP chapter develop the same or similar kind of chapter educational program in June 2010. While AFP encourages chapters to use these guidelines, chapters may participate in the anniversary in any manner they see fit.

Planning Your Program
1. **Length of Program.** Because of the special nature of this program, we ask that you plan at least two hours for the duration. This will include time for networking, video, recognition of chapter leaders, lunch/breakfast/reception panel presentation and roundtable discussion and a celebratory element.

2. **Video.** AFP International Headquarters will provide chapters with online access to a brief historical video in May 2010 that can be shown during the June meeting.

3. **Presentation.** In recognition of AFP’s 50th anniversary every chapter is asked to put together a panel presentation. Suggested panelists: a founding member of your chapter, a current chapter leader, a funder in your chapter’s community and a young professional (preferably under 30 years old). In addition, a facilitator is needed. That individual may be, for example, a prominent nonprofit board member in your community, a member of the media, your current chapter president or education chair.

4. **Encourage participation.** One of the greatest strengths of AFP is our ability to share experiences, ideas and best practices among our membership. Members value the opportunity to communicate and network.

On each table have sheets of paper for each attendee (Appendix C). While they are eating lunch/breakfast have each table discuss the following visioning questions:

- What will the nonprofit sector look like 15-20 years from now?
- In 15-20 years what will be the role of the development professional?
- In 15-20 years what will AFP look like?

Because the number of attendees will vary by chapter size, no verbal report of the answers will be required in the program, but answering these questions will prepare the audience for the panel discussion that will soon be occurring.
5. **Honor the accomplishments and history of your chapter.** Invite all past chapter leaders to attend. Recognize long-standing AFP members in your community (e.g. 5 year, 10 year, 25+ year members) and if your chapter is celebrating a significant anniversary in 2010, combine your chapter celebration with the AFP anniversary. This can be done by having the founding chapter members stand in recognition. Ask members who have been members of AFP for varying lengths of time to stand and be recognized. Putting some kind of designation on badges recognizing length of membership and founding chapter status.

6. **Focus on the future.** Thanks to AFP and effective ethical fundraising professionals worldwide, our profession has come a long way in 50 years. And we still have quite the journey ahead. Examples of questions to choose from to ask your panelists:
   a. How is the role of a nonprofit fundraising professional evolving around the world?
   b. How are donors in the nonprofit sector changing and what implication does that have for the future of the fundraising profession?
   c. How is the global marketplace changing the fundraising profession?
   d. How is technology and social networking changing the relationship between donor and institution?
   e. Who are the future leaders in the nonprofit sector? How do we engage young leaders in the nonprofit sector as funders and in AFP?
   f. How is the nonprofit sector changing and what are the implications for the development professional?
   g. How is the electronic age changing how you deal with your donors?
   h. What is the one thing you think will most change the relationship between the donor and the institution?
   i. What do you think is the one thing that has the greatest potential to harm the fundraising profession?
   j. What do you think is the one thing that has the greatest potential to help the fundraising profession?
   k. What is the one piece of advice for today’s fundraising professionals that will help prepare them to be the best they can be…today, tomorrow, and in 20 years?

Suggestion: Have a volunteer or several volunteers take notes during the discussion and use those as the basis for a future article on your website, in your
newsletter and to provide to AFP for a special report it will create based on this special programming.

Suggestion: Share the desired questions in advance with the panelists and have the facilitator pose each question and then ask each panelist to respond. It will be the facilitator’s role to ensure that each panelist has the same amount of time in offering response.

Suggestion: Have the chosen questions on a piece of paper for each attendee so they can record their own notes on the responses.

Suggestion: Open the discussion to the audience at the end. Ask the audience several provocative questions to encourage conversation. Or let the audience ask questions themselves. You may want to have them submitted through a particular person rather than from the floor.

7. **Goal for Event.** To advance the profession, honor founding members of the chapter, attract potential new members to the chapter and the profession, and gain media attention.

8. **Celebration Suggestions:** Your chapter may choose to celebrate in any way you and your members will enjoy it most. You may consider having a festive atmosphere with, for example, cake and balloons, special guests, gifts, a collection of memorabilia etc. In addition, 50th anniversary signage can be purchased for a nominal fee from AFP under the link in the AFP Marketplace on the website located at http://afpprintq.com.

9. **Give back to your membership.** AFP will set up a special area on the AFP website for chapters to share a report based on the responses to the questions above. Ensure that someone in the chapter is designated to record the answers to the questions and then insert them in the area on the AFP website. AFP will compile the results and write a paper capturing the information and ideas on the future of the profession.

A special thank you to Jill Pranger, ACFRE, for developing the outline for the Common Chapter Educational Program.
50th ANNIVERSARY LOGO USAGE GUIDE

AFP has created a 50th anniversary logo shown below that chapters can use on any of your materials.

Excerpts from the AFP Logo Usage Guide

To assist chapters in branding themselves in their local communities, AFP has developed chapter-specific logos for each of our 206 chapters. You will find your chapter’s logo at http://afpprintq.com where you may purchase chapter supplies to be printed with your chapter logo and you may download your logo for use on your website and promotional materials (NO CHARGE to download your logo). Logos are available in high-res format for use on printed materials and in low-res format for use on your website. Chapters may not use the generic AFP logo which is reserved for the exclusive use of AFP International Headquarters. Chapters should convert all current usage of the AFP logo to their own chapter-specific logo (including websites, stationery, brochures, etc.) to establish your own local identity as a chapter of the international association.

● Chapter Logo placement – Place your chapter logo in the upper left corner of stationary.

● Special-event logo – You may include a special event logo, i.e., 50th Anniversary, National Philanthropy Day®, on your chapter’s letterhead. Please place your special-event logo on the lower right side of the page above the address. If you place your chapter name above the address, please place your special-event logo on the upper right-hand corner. You should not use the 50th anniversary logo in lieu of your own chapter logo. Always use the AFP 50th anniversary logo in conjunction with your chapter logo.

BUDGET

Please plan to include the following in your chapter’s 2010 budget:

1. 50th Anniversary Fundraising Campaign: Amount based on chapter size
2. Planning for Common Chapter Educational Program in June 2010
   • Fun ideas: Cake, special gifts for members, etc.
3. 50th Anniversary banner and other logo merchandise
4. Any other special programs you may plan to do
Charitable Fundraisers Celebrate 50 Years of Promoting Giving, Volunteering, Ethical Fundraising,

(Arlington, VA) The Association of Fundraising Professionals (AFP) XXXXX Chapter will join 30,000 fundraisers around the world in celebrating the international association’s 50th year anniversary in 2010.

Created in 1960, AFP works to educate fundraisers in all areas of philanthropy and fundraising and requires members to annually sign its Code of Ethical Principles and Standards, which is used by charities around the world. AFP also increases awareness about the importance of giving and volunteering through its public education programs, National Philanthropy Day® celebrations and its Awards for Philanthropy which recognize extraordinary donors and volunteers.

The AFP XXXXX Chapter has served the XXXXX community since DATE OF CHAPTER CREATION and now represents XXX individuals who work for a wide variety of charitable organizations across the region. The chapter supports ethical fundraisers through its local programs, including NAME TWO OR THREE LOCAL PROGRAMS.
“Philanthropy—people helping their neighbors—is an essential part of American ((CANADIAN)) society,” said XXXXX, president of the chapter. “For fifty years, AFP has helped strengthen philanthropy by ensuring that charities operate under the highest ethical standards and helping donors understand the charitable process and how to give their money wisely and effectively. We’re excited about celebrating the 50th anniversary and also look forward to fifty more years of service to the community.”

The XXXX chapter will celebrate the international association’s 50th anniversary by SENTENCE OR TWO ON CHAPTER ACTIVITIES FOR THE ANNIVERSARY.

“The XXXX chapter has been a leader in promoting philanthropy and ethical fundraising in the XXX area, and its celebrations are an integral part of our 50th anniversary,” said Paulette V. Maehara, CFRE, CAE, president and CEO of AFP. “With the current state of the economy, giving and volunteering are more important than ever before. We hope the anniversary will draw attention to the great work charities do and their increased need for public support during these difficult times.”

AFP’s 50th anniversary will officially be acknowledged at the International Conference on Fundraising in Baltimore, Md., April 11-14. More information about AFP, its 50th anniversary and the conference can be found at www.afpnet.org.

More information about the AFP XXXX Chapter can be found at its website at WEBSITE ADDRESS.

* * *

CHAPTER BOILERPLATE INFORMATION
Sample Program Outline Script

In recognition of the 50th anniversary of the founding of AFP (nee NSFR, aka NSFRE) and with the goal that all AFP chapters will host a celebratory program sometime in June, 2010, the following is a sample program outline offered to Chapter presidents and education officers to aid in their consideration, planning, and implementation of their chapter’s event.

Title: “Honoring our Past, Inspiring Our Future”
Time: 2 hours
Format: Luncheon Program (noon - 2 p.m.)

11:45 - noon Registration / Networking
12:00 - 12:05 All are seated
12:05 - 12:10 Moderator (i.e. Chapter President or outside MC) welcomes all, emphasizing that today is a special day and celebration -- 50 years for AFP….and __________ years for the NAME OF CHAPTER.

Moderator continues to say…

As we all know, AFP offers its members so much -- education, training, networking, professional colleagues, engagement in advocating on behalf of our sector and donors’ interests, leadership opportunities, the latest research in our field, plus myriad other benefits that help us not only do our jobs better, but also positively impact our neighbors, our communities, and our world -- helping make it a better place.
Today, we want to recognize and honor the ## individuals who joined together as fundraising professionals in NAME OF TOWN/CITY/COMMUNITY and started the NAME OF CHAPTER.

[Moderator introduces each founding member of the chapter stating their THEN professional position and their NOW professional position…and presenting each with a token of appreciation from the chapter.]

The vision and effort of these ## individuals has brought so much to our community…ensuring that
* children have after-school playgrounds and activities;
* wonderful works of art are on view for all to enjoy;
* the poor have assistance heating their homes;
* brand new parents have state-of-the-art birthing and recovery facilities;
* ex-offenders find gainful employment;
* abused and neglected animals find loving homes;
* the homeless have hot meals and warm beds;
* those who need legal services connect with experts;
* and that those with disabilities are seen for their abilities.

We thank you, [moderator inserts name of each founding member…and then leads applause].

So, today is about past, present, and future…learning about and honoring those who came before us, understanding the important role of AFP today, and envisioning what our professional organization might look like in 10 or 20…or even 50 years from now.

At your tables you will find questions designed to help you think about the future. The questions are:
1. What will the nonprofit sector look like 15-20 years from now?
2. In 15-20 years what will be the role of the development professional?
3. In 15-20 years what will AFP look like?

As you are eating your lunches, we encourage you to think and talk about these questions…have fun with them!!…and before we start our formal program, we'll invite one or two tables to share highlights of their discussions.

So, enjoy your meals and your conversation -- and we'll gather again in 20 minutes.

12:30 - 12:40

Moderator invites comments about the future of the not-for-profit sector, the fundraising profession, and AFP -- as discussed at the tables in answering the three questions.
NOTE -- it is critical that the moderator manage time very closely here…it will be useful (as a lead-in to the panel presentation) for one or two tables / attendees to comment, but this section can take NO MORE than 10 minutes (and preferably less).

12:40 - 12:45
Moderator thanks all for participating in answering the questions

12:45 - 12:55
Moderator introduces 50th Anniversary video…all watch

12:55 - 1:00
Moderator talks about moving from the past (the video) to the present (today’s meeting) and the future as we move into our panel presentation…

Moderator introduces each panel member briefly (name, position, one fun fact -- which the moderator had asked each speaker for in advance…)

1 - 1:55 Panel Presentation

Moderator will ask a question and then ask for responses from panelists (not from each, but from any / all who have thoughts). The panel presentation should be facilitated, but not rigidly formatted. Also, there will not be time for all questions to be discussed…the moderator should identify which questions will be of most interest to the panel and the audience and ask those first.

A record should be kept of the presentation -- either an audio recording or several people willing to take extensive notes -- and once these are compiled into a “report,” it should be sent to each chapter member (whether they attended or not).

a. How is the role of a nonprofit fundraising professional evolving around the world?

b. How are donors in the nonprofit sector changing and what implication does that have for the future of the fundraising profession?

c. How is the global marketplace changing the fundraising profession?

d. How is technology and social networking changing the relationship between donor and institution?

e. Who are the future leaders in the nonprofit sector? How do we engage young leaders in the nonprofit sector as funders and in AFP?
f. How is the nonprofit sector changing and what are the implications for the development professional?
g. How is the electronic age changing how you deal with your donors?
h. What is the one thing you think will most change the relationship between the donor and the institution?
i. What do you think is the one thing that has the greatest potential to harm the fundraising profession?
j. What do you think is the one thing that has the greatest potential to help the fundraising profession?
k. What is the one piece of advice for today’s fundraising professionals that will help prepare them to be the best they can be…today, tomorrow, and in 20 years?

1:55 - 2:00

Moderator thanks all for coming and invites everyone to the 100th Anniversary Celebration of AFP in June, 2060!
Appendix C
Common Chapter Educational Program Materials

One of the greatest strengths of AFP is our ability to share experiences, ideas and best practices among our membership. Please take 5-10 minutes to discuss the questions below:

What will the nonprofit sector look like 15-20 years from now?

In 15-20 years what will be the role of the development professional?

In 15-20 years what will AFP look like?
Appendix D

ROSTERS

50th Anniversary Task Force
Hank Goldstein, CFRE, Chair, AFP NY, Greater New York Chapter
Alphonse J. Brown, Jr., ACFRE, AFP DC, Greater Washington DC Metro Chapter
Donald A. Campbell, Jr., CFRE, AFP IL, Chicago Chapter
Gary L. Good, CFRE, AFP CA, Orange County Chapter
John W. Hicks, CFRE, AFP NY, Greater New York Chapter
Claudia A. Looney, FAHP, AFP CA, Greater Los Angeles Chapter
Sen. Terry M. Mercer, CFRE, AFP Nova Scotia Chapter
William M. Moran, FAHP, ACFRE, AFP Alabama Chapter
Barbara H. Mulville, CFRE, AFP Massachusetts Chapter
Colette M. Murray, CFRE, AFP CA, Desert Communities Chapter
Thomas G. Sanberg, AFP IL, Chicago Chapter
Del Staecker, ACFRE, AFP PA, Greater Philadelphia Chapter
Edith Tovar de Castro, AFP Mexico City Chapter
Kathy Compton – Staff Liaison, AFP Chief Marketing Officer
NaTanya Lott – Staff Liaison, AFP Executive Assistant

50th Anniversary Chapter Work Group
John Hicks, CFRE, Chair – AFP NY, Greater New York Chapter
Rachelle Bussell, CFRE – AFP SC, Central Carolina Chapter
Mike Delzotti, CFRE – AFP TX, Greater Houston Chapter
Alice Ferris, CFRE – AFP AZ, Northern Chapter
Derek D. Fraser, CFRE – AFP AB, Calgary & Area Chapter
Via Garafola – AFP Connecticut Chapter
Travis N. Gray – AFP HI, Aloha Chapter
Jerry W. Henry, CFRE – AFP GA, Greater Atlanta Chapter
Isabel Hinojosa Munoz De Cote – AFP Mexico City Chapter
Damon King – AFP Oklahoma Chapter
Jose A Marquez – AFP CA, Inland Empire Chapter
Grant E. Martin, CFRE – AFP FL, Suncoast Chapter
Brett T. Schott, CFRE – AFP MO, St. Louis Regional Chapter
Vivian Ann Smith, CFRE – AFP BC, Vancouver Chapter
Henry Goldstein, CFRE – ex-officio, Chair AFP 50th Anniversary Task Force- AFP NY, Greater New York Chapter
Robbe Healey, ACFRE – ex-officio, Chair AFP-AFP PA, Greater Philadelphia Chapter
Kathy Compton –AFP Chief Marketing Officer
Lori Gusdorf, CAE – AFP Vice President, Membership & Chapter Services