

**AFP INTERNATIONAL STRATEGY TASK FORCE
FINAL REPORT – September 30, 2011**

2011-2013 AFP Strategic Plan

Mission

AFP, an association of professionals throughout the world, advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

Outreach: Supporting the International Community

- **Goal:** AFP will provide strong leadership in promoting and supporting the fundraising community worldwide.
- **Outcome:** AFP will be a leader in establishing the most effective environment for fundraising communities worldwide by ensuring that best practice knowledge, experience and expertise are accessible to fundraisers.

Task Force Goal: The International Strategy Task Force was charged with developing a document that builds on AFP's international presence and defines an updated international strategy for AFP for our members and key stakeholders.

The purpose of this document is to:

- Define the strategic objectives of AFP in a global context using the framework of the new Strategic Plan
- Set out a concise and integrated approach to the future international direction of the association
- Articulate the benefits and impact of operating on a global platform for AFP itself as well as for the international fundraising community.

Philosophy Statement:

AFP fosters philanthropy by promoting ethical fundraising worldwide.

Strategic Objectives:

Sustainability

AFP fulfills its mission and the evolving common purpose of its constituents in a financially appropriate and sustainable way.

Enrichment and Engagement

AFP enriches the fundraising profession worldwide through engagement in areas of ethics, research, education, certification and philanthropy.

Cultural Sensitivity

AFP exhibits, and continually develops, a culturally sensitive approach to advancing philanthropy and the fundraising profession worldwide.

Operational Benefits:

Products, services, learning

By operating on a global platform, AFP:

- Serves as a conduit for fundraising knowledge and experience throughout the world by extending thought leadership to a wider audience.
- Grows the existing base of thought leadership to include expertise and practices from other countries and cultures, which leads to new/richer products and services for all.
- Engages in interactive dialogue about fundraising practices around the world.
- Serves as a convening force in bringing experts together on behalf of the sector and members, further amplifying the collective voice of the sector around the world.

Advocacy: Collaboration, influence and reach

By operating on a global platform, AFP:

- Serves as a conduit and convener advocating for the critical role of the fundraising profession and the nonprofit sector worldwide.
- Partners with other international associations, NGO's, government agencies, corporations, media and other entities to expand our reach and positively influence the growth and development of fundraising, philanthropy and the nonprofit sector.
- Commits to develop, implement and grow a public policy program that works on behalf of stronger philanthropic incentives and educates governments about pivotal issues impacting fundraising and philanthropy (North America).
- Similarly assists governments in other countries with limited civil society experience where invited.

Capacity Building

By operating on a global platform, AFP:

- Enables the Association and its members to identify, draw upon, and broaden insights into trends, and develop competency in learned practices, core subject learning and global expertise.
- Engages practitioners on a global platform (leaders, governments, media, and civil societies) to participate in collaborative forums, promote the practice of ethical and effective fundraising, and participate in changing the world for the greater good.
- Encourages a thoughtful approach to the formation of local associations or chapters throughout the world and provides nurturing assistance as needed.
- Supports chapters outside North America in becoming independent associations where appropriate.
- Promotes the Association's brand, value of membership, and opportunity for active volunteer engagement.