

CAPACITY TO INVEST IN OPPORTUNITY

AFP is a thriving and dynamic organization with the capacity to invest in new ideas and opportunities.

Objectives & Initiatives:

- 1** Leverage the AFP global community to build and develop programs and services that advance the value of philanthropy and reinforce ethics worldwide.
- 2** Redesign AFP's governance to effectively utilize volunteer and staff resources at all organizational levels.
- 3** Diversify and base the AFP business model on opportunity with performance indicators that drive revenue and promote philanthropic and corporate investment.
- 4** Expand AFP's role as an influencer by leveraging skills and expertise and empowering connections and partnerships.
- 5** Measure and improve stakeholder satisfaction with AFP.

VISION

Fundraising is viewed as a credible and respected profession for civic betterment throughout the world.

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.

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AFP 2014–2016 STRATEGIC PLAN



GOALS

INCLUSION AND INFLUENCE

Inclusion of each local community's diverse philanthropies and professionals is increasing AFP's global influence, mission impact and membership.

Objectives & Initiatives:

- 1 Articulate a vision and core principles of diversity and inclusion similar to AFP's foundational ethics statement.
- 2 Engage diverse nonprofit leaders, including donors/funders and key influencers, to design and execute a stakeholder-centric, community-based and centrally coordinated diversity and inclusion initiative with programs and tools chapters can use.
- 3 Define the business case for this diversity and inclusion vision and set and monitor metrics for achieving it.
- 4 Identify funding partners to support convening and serving diverse community interests.
- 5 Attract and retain the next generation of diverse professionals in fundraising careers.

ADVOCACY, POLICY & ETHICS

AFP members understand how critical public policy and ethics are and act as advocates in their communities and organizations for ethical fundraising laws, regulations and standard practices.

Objectives & Initiatives:

- 1 Engage individuals with measurable influence to shape, drive and advance the fundraising profession and the global conversation on philanthropy.
- 2 Increase public policy and ethics action on the local level:
 - a. Identify and analyze local, state and provincial issues.
 - b. Activate a network of chapter government relations chairs.
 - c. Develop member education and tool kits for chapter use that make public policy and ethics easy to understand and advocate.
- 3 Explore ethical guidelines for organizations that address sponsorship, cause-related marketing and other emerging fundraising strategies.

RELEVANT QUALITY EDUCATION

AFP champions educational training to help fundraising professionals succeed in new responsibilities and at different stages in their careers.

Objectives & Initiatives:

- 1 Conduct research to assess educational training needs throughout the fundraising profession.
- 2 Develop a plan that defines where AFP will lead in educational training, when it will convene others around educational needs and how it will act as the standard bearer for fundraising education.
- 3 Leverage learning technologies to increase the accessibility and affordability of educational training.
- 4 Convene key stakeholder audiences to champion education and training.

“As a pebble thrown into a lake creates ripples, so AFP touches lives and affects philanthropy in countless, unknown ways.”