Tips for Engaging Senior Level Professionals in Your Chapter

What is a Senior Level Professional?
* A Senior Level Professional (SLP) is an individual who has worked in the fundraising field for 10 years or more.

Mentoring
1) Start a CFRE study group for experienced members and ask CFRE members to volunteer as advisors.
2) Engage SLPs in a formal mentoring program.
3) Consider implementing a pro-bono consulting or ambassador program.

Chapter Leadership
1) Invite SLP to speak at a meeting or sit on a panel.
2) Ask SLP to instruct an AFP Fundamentals of Fundraising Course.
3) Bring SLP together for casual discussion groups/rap sessions so they can share best practices, network, and get advice.
4) Invite SLP to serve on a focus group as they have experience and are eager to offer their opinions.
5) Bring SLP together to vote on National Philanthropy Day ® award winners.
6) Implement a Past Presidents Council to serve as a strategic resource, to network with current leaders, and to serve as a speakers bureau.
7) Ask an SLP to chair a chapter fundraising day or chapter conference event.

Education Programming
1) Provide programming focused specifically on SLP needs and interests.
2) Provide educational content specifically for SLP.
   *AFP Chicago has research that shows senior leaders are interested in:
   Innovation – practices, tools, resources
   Research – theoretical and practical research findings
   Discussion – engaging with other leaders in discussions on common issues…economy, management, leadership, etc.
3) Offer an ACFRE study group.
4) Conduct an annual survey to inform your chapter of SLP needs, interests, and desired programming.

**Board Involvement**

1) Create a board position exclusively for SLP that provides them with a voice, vote etc.
2) Consider honorary or emeritus positions on the board of directors.
3) Target messaging encouraging SLP to serve on a committee.

**Exclusive Opportunities**

1) Recognize SLP at AFP meetings with a ribbon or pin.
2) Provide SLP with discounted AFP membership (i.e. 5% off of the local chapter fees).
3) Provide SLP with discounted meeting registration fees.
4) Profile a different SLP member each month in the AFP local chapter newsletter.
5) Provide intimate and exclusive networking opportunities for SLP, giving them access to corporate leaders.
6) Develop an event purely for SLP networking (i.e, breakfast roundtable discussion).
7) Offer a networking event for young professionals and SLP.
8) Provide a directory with contact information for all chapter SLP members, or denote SLP in existing member directory.