



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 programing.

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.