



AFP Greater Madison Chapter Strategic Plan, 2016-2018

Mission

AFP Greater Madison Chapter is a partnership of people and organizations devoted to advancing ethical and effective philanthropy through education, professional development, networking and outreach.

Core Purpose

To advance ethical and effective fundraising

Core Values

Leadership: providing the fundraising community with the highest quality of knowledge, information, professional development, networking and related tools and insights to ensure a successful future.

Integrity and Credibility: conducting business according to the highest ethical principles and serving as trustworthy stewards of our resources.

Service Responsiveness: understanding that our focus is on service to our members and stakeholders and that it is provided in a timely and thoughtful manner, open to new ideas, and exceeding expectations.

Inclusiveness: embracing diversity in the fundraising community with a commitment to understanding and addressing the shared and unique needs of all members of that community.

Philanthropy: Inspiring the public to embrace philanthropy and its integral role in creating a better community.

Diversity: AFP Greater Madison believes that diversity and inclusion create a strong, vital and unified force for the effective pursuit of an organization's mission and achieving philanthropic success. AFP Greater Madison seeks to achieve a broad representation of experiences, perspectives, and cultures to ensure that the best possible thinking, ideas, opportunities and solutions are considered; intentionally creates a respectful and welcoming environment that is open to all; and appreciates the unique contributions of every member of the Greater Madison community.

Board of Director Roles/Committees of the Board

All committees have a purpose statement and description of activities that are executed throughout the year. These descriptions include position descriptions (responsibilities, time commitment, etc) for volunteer committee members. *All are included in a supplemental document.*

President
President Elect
Immediate Past President
Treasurer
Secretary
Program Committee
Fundraising Day Wisconsin
Professional Development

Philanthropy Day
Membership
Communications
Scholarship
Diversity
Young Professionals

Staff: Chapter Administrator



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Goals & Objectives

AFP Greater Madison provides and enhances opportunities for professional development education and assists members to maximize the benefits provided by AFP-International to help fundraising professionals succeed at every stage of their careers.		Committees
Goal 1		
Objective 1	Understand what our members want and value through a complete chapter survey by September of each year.	Board of Directors
Objective 2	Review and define complete calendar of chapter offerings by November of each year.	Program Fundraising Day Wisconsin Professional Development Diversity Young Professionals
Objective 3	Establish a set of measurements to define our success at all chapter educational and networking offerings, i.e., participation, satisfaction	Board of Directors Program Professional Development
Objective 4	Strengthen relationships with other professional networking groups by co-hosting events or timing them to coordinate with larger activities (such as YP week) for cross-promotion	Young Professionals FDW
AFP Greater Madison is a thriving and growing, inclusive community of fundraising professionals and community members that represents the diversity of our community and the needs served by our work.		Committees
Goal 2		
Objective 1	Use IHQ resources for recruitment at least once annually.	Membership
Objective 2	Grow membership 4% annually and meet or exceed IHQ retention rate of 77%, focusing on creating a diverse membership.	Membership Board of Directors
Objective 3	Increase appreciation for value of AFP membership, measured through annual survey	Membership Scholarship
Objective 4	Develop marketing and communication tools to expand their membership (i.e. joining committees, sponsoring events, etc.)	Membership Communications
Objective 5	Increase pool of potential mentors for the Mentor Match-Up, engaging past board members, long-time chapter members and advanced professionals. Develop and execute continued engagement opportunities for Past Presidents and past chapter leadership.	Membership Young Professionals Program President President Elect Immediate Past President



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AFP Greater Madison advocates for and promotes the value of our profession and the culture of philanthropy in our community.		Committees
Goal 3		
Objective 1	Host a Philanthropy Day event in November that engages the community to celebrate and honor outstanding contributions to philanthropy in our community.	Philanthropy Day Communications
Objective 2	Engage corporate partners and foundations annually to participate in programming and interact with members in order to encourage their role in community philanthropy.	Program Fundraising Day Wisconsin
Objective 3	Utilize available communication channels (print, online, social media and on-air) within our chapter and the greater community to promote our chapter activities and/or priorities.	Communications

AFP Greater Madison is effectively governed, soundly funded and efficiently managed consistent with best nonprofit practices.		Committees
Goal 4		
Objective 1	Practice comprehensive fiscal responsibility including: <ul style="list-style-type: none"> • An annual balanced budget • Annual filing of Form 990 prior to May 15th deadline • Manage and review annually chapter investments • Annual financial orientation w/ Board of Directors (January of each year) 	President President Elect Immediate Past President Treasurer Chapter Administrator
Objective 2	Maintain succession plan for a minimum of two-years in advance, with the focus on board membership as a leadership development opportunity.	President President Elect Immediate Past President Committees as needed
Objective 3	Use administration and technology to collaboratively manage and create efficiencies between committees and other chapters. Utilizing our internal resources focused on the fundraising profession as a supporting resource for the community at large.	President President Elect Immediate Past President Chapter Administrator
Objective 4	Incorporate professional development opportunities for our Chapter administrator for continued growth to support our chapter; objective to be accomplished on an ongoing basis.	President President Elect Immediate Past President
Objective 5	Executive committee will provide support, direction and leadership to all committees as needed.	Executive Committee