



Strategic Plan January 1, 2023- December 31, 2025

Introduction:

Association of Fundraising Professionals Greater Madison (AFP Greater Madison) is a thriving chapter serving members and the community each year with a passion for fundraising and philanthropy. Guided by an active board of fundraising professionals and community members, our chapter has more than 30 years of experience offering innovative educational programs that encourage ethical and effective fundraising practices. AFP Greater Madison and our fundraising community thrive when we lift up best practices and learn together.

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 servicing as trustworthy stewards of our resources
- Philanthropy: inspiring the public to embrace the power of giving and its integral role in creating a better community
- Diversity and Inclusiveness (IDEA): achieving a broad representation of experiences, perspectives, and cultures, with a commitment to addressing the shared and unique needs of all members of our community.
- Advocacy: utilizing our voice to uplift the profession of fundraising

AFP Greater Madison Goals

- encourages professional engagement and membership from underrepresented communities
- creates a space [for members and nonmembers] to build professional expertise and share best practices among Greater Madison nonprofits and partners
- advocates and actively promotes the value of our profession and the impact of philanthropy in our community to local organizations and government officials
- evaluates our policies, procedures and daily operations to identify areas where we can create a more open space for the entire community.

Approved by the Board of Directors:

GOAL: To encourage professional engagement and membership from underrepresented communities

Strategies

- Provide high-quality programs where emerging fundraisers can learn, seasoned fundraisers can mentor, and all can find a supportive community;
- Ensure that programs and events allow members of all communities to feel they belong and are valued;
- Ensure the values of inclusion, diversity, equity, and access (IDEA) are centered and visible in the Chapter's leadership, programs, marketing, and committee membership;
- Highlight the benefits of AFP Greater Madison and AFP Global membership (e.g. professional development, people-centered, social and job networking);
- Expand AFP Greater Madison's reach to include executive directors and other non-profit leaders

Objectives

- Grow Mentorship Program by 10% annually.
- Strive to have annual attendance at events serving more than 400 individuals (not including NPD guests).
- Increase board diversity by 20% by January 2025.

Tactics (updated and prioritized yearly)

- Identify and recruit board members that represent underrepresented communities through personal experience and/or organizational representation.
- Market the mentorship program through various communications channels.
- Provide monthly programs exploring best practices and opportunities for professional fundraisers in the Greater Madison area. Ensure that diversity of speakers and panelists is a top priority in selecting "experts".
- Develop a focused event that is directed at outreach at decision makers at the organization.
- Review, approve, and adopt a definition of diversity at or before the November board meeting each year.
- Strive to achieve the IDEA Champion Designation put forth by AFP Global.
- Bring IDEA discussion to board meetings to give space for feedback and sharing.

Goal: To create a space [for members and nonmembers] to build professional expertise and share best practices among Greater Madison nonprofits and partners

Strategies

Approved by the Board of Directors:

- Create a marketing plan that reaches members of the community and invites them to participate in programming
- Diversify locations of programming to include nonprofit partners that can be highlighted through advertising their location.
- Create a robust schedule of programs that appeals to every member of the chapter and motivates them to attend sessions frequently;
- Offer programs and resources that meet fundraisers' needs to develop essential skills and knowledge throughout their career (from beginner to CFRE professional to senior nonprofit leader);
- Engage historically excluded groups in developing program content, selecting presenters, and in outreach efforts;
- Provide professional education that is responsive to national and global events and trends, and that addresses philanthropy's role in a changing world.
- Evaluate our internal policies, procedures and daily operations to identify areas where we can create a more open space for the entire community.

Objectives

- Increase overall attendance at educational programs by 10%
- Promote programming far in advance and through different pathways
- Attract participation at our networking, mentoring, and in-person gatherings.
- Feature 40% of program content and speakers from the BIPOC, LGBTQIA+, disabled, and other historically excluded communities - but not simply to speak about diversity, equity and inclusion
- Increase programming for advanced career professionals and those seeking their CFRE
- Consider more collaborations (UW Madison, Whitewater, Edgewood, Madison Nonprofit Day, etc.) to meet needs of various career levels
- Create a forum for nonprofits and philanthropists to discuss issues and address the challenges we face.
- Increase awareness of nonprofit organizations that serve underrepresented communities.
- Highlight the diversity of our AFP membership and the Madison Community through storytelling.

Tactics (updated and prioritized yearly)

- Set metrics for program content, e.g. senior-level, small-shop, international, etc
- Set metrics for choosing a program location, e.g. accessibility, promotion, appeal, etc.
- Work closely with Chapter Director to ensure timely, broad promotion of all programs
- Publish annual schedule each October for upcoming year
- Survey membership regularly for feedback on relevance of educational programs;
- Maintain a CFRE study group
- Create requirements for job postings on the AFP Greater Madison website

Approved by the Board of Directors:

- Create a procedure for promoting local organizations, programming, etc. to our network.
- Market affinity groups that encompass the needs of the local fundraising community.
- Invite diverse voices to provide content exploring best practices in fundraising and issues facing the non-profit community to the monthly chapter newsletter and other platforms.

Goal: To advocate and actively promotes the value of our profession and the impact of philanthropy in our community to local organizations and government officials

Strategies

- Bring awareness of AFP by speaking within the Greater Madison community
- Actively participate in Advocacy Week in partnership with AFP Global (annually according to Global).
- Highlight the different ways of fundraising and amplifies the voices of all that fundraise in the Greater Madison community.

Objectives

- Board and committee members speak to four (4) local organizations, such as Rotary, Kiwanis, 4-H, etc., about the purpose of AFP Greater Madison and the members involved.
- Encourage members to present the AFP Code of Ethics and Donor Bill of Rights to the Boards of the organizations that they represent
- Host National Philanthropy Day annually in November that draws a crowd of philanthropists, fundraisers, and political attendees.
- Increase stories from members, non-members, community partners about unique stewardship techniques, giving vehicles, volunteer engagement, and so on .

Tactics (updated and prioritized yearly)

- Build an email campaign that provides language to be used, handouts to be downloaded, and stories of success from local fundraisers. (annually in October)
- Invite elected officials to attend the event by making personal invitations. (annually in September)
- Evaluate the awards that are presented at National Philanthropy Day and how the awardees are represented.
- Actively share the opportunity for NPD nominations with at least 25 new organizations annually.
- Solicit content from members and nonmembers for newsletter and other communication vehicles (i.e., social media).