



## BRIEFING DOCUMENT FOR PARTICIPANTS

(F.A.Q.S, FACTS & ASKS)

# Day in the Ridings Overview

## Background

Public policy has become increasingly important for AFP and Canada over the past two decades. From having a single member on the U.S. Government Relations Committee to the creation of the first Canada Government Relations Committee; from the submission of our first Pre-Budget Consultation paper to helping win passage of several pieces of legislation—AFP’s government relations program has surged forward. In 2017, AFP Canada took the next step in its government relations evolution, introducing the association and our key issues to all Members of Parliament through an advocacy initiative involving chapters across the country.

The Day in the Ridings (DITR) event was discussed and supported by the full Canada Government Relations Committee, as well as Canadian volunteer leadership, including the AFP Canada Board. The pilot, which was implemented in the fall of 2017, resulted in 75 taking place before March 1, 2018.

## Main goals

1. Have chapters engage with local politicians in their ridings to introduce AFP and establish positive relationships.
2. Engage chapters and members in public policy work and familiarize them with meeting elected officials.
3. Begin the long-term process of chapters engaging in the public policy process and developing knowledge and expertise in public policy issues and matters.

## Secondary goals

4. Raise awareness of AFP with all MPs through an introductory letter and fact sheet.
5. Have chapters engage senior level practitioners and those in remote areas.
6. Highlight national scope government relations activity to Canadian members.
7. Test the evolving communications pieces such as *Asking Matters*.

# FAQs

## **What is expected of me?**

- Prepare for and carry-out the meeting;
- Report to AFP Canada and your Chapter, with an overview and date of the meeting;
- Complete the survey once the initiative is done, to help improve the following year.

## **What is expected my chapter?**

- Confirm the chapter's willingness to participate and confirm contact information;
- Review volunteers and then recruit additional members, including members from rural communities;
- Oversee and coordinate follow-ups if required;
- Ensure members feel prepared and supported.

**Do I need to register as a lobbyist?** No, you are a volunteer.

**How do I prepare?** There is little difference between preparing for a meeting with an elected official and preparing for a meeting with a major gift prospect. In both cases, a successful meeting requires focus, appropriate subject-matter knowledge and good background information. That said, we are fortunate that expertise in prospect research is not needed to build advocacy briefing notes. There are existing, [accessible resources available](#) for your use if you would like to dig deeper but reading this briefing kit and visiting the MP's website to learn about his/her interests is usually enough.

**How detailed-oriented are these meetings?** Most of the meetings are intended only to introduce or enhance a relationship with an MP. A basic knowledge of key sector statistics and those of AFP are usually more than enough. Should the MP or their staff ask questions, simply offer to get back to them.

**Is participation limited to serving chapter leaders?** No, we encourage chapters to use this initiative to engage senior-level professionals who may enjoy opportunities to give back to AFP without serving on a committee and members who may be looking to expand their skill sets to include advocacy. It is also a great opportunity to engage members who may not be able to be very active, due to distance from the chapter and its activities.

**What if my MP is interested but can't meet on 16 November?** That is not a problem. The date specified in the letter is simply a conversation starter and reflects a day when MPs are in their ridings. Please feel free to find another date that is convenient for both of you. For those who prefer to meet in Ottawa please follow-up with AFP Canada. There are a number of Ottawa-based volunteers who are willing to meet with MPs on Parliament Hill. We will take care of scheduling those visits.

## What is AFP asking our elected officials to do?

- 1. Continue to learn about and support the many charities in your riding.**  
This can include attendance at events or visiting their places of business, thus giving them an opportunity to share knowledge and expertise with you concerning local needs.
- 2. Access AFP expertise for riding and national matters related to fundraising.**  
This can be as a result of a media story, a proposed bill or as per the mandate letter to the Minister of National Revenue, involve AFP in any conversation about a new legislative framework to strengthen the sector.
- 3. Seek to understand why your constituents, charities and Canada as a whole would benefit from the Ministry of Innovation, Science and Economic Development having prime responsibility for the charitable and nonprofit sector.**

## What are AFP's Policy Priorities?

- Designate a federal department—the Ministry of Innovation, Science and Economic Development (formerly Industry Canada)—to have economic policy responsibility for the nonprofit sector. In doing so, it would provide a better framework to develop data-driven, charitable giving policies that would in turn foster a stronger nonprofit sector.
- Allocate \$1 million annually to Statistics Canada, for the purpose of collecting, analyzing and disseminating comprehensive data about the nonprofit sector, as proposed by Imagine Canada.
- Permanently eliminate the capital gains tax on charitable gifts of private company shares and real estate. It has been estimated that this proposal would enable the charitable sector to access an estimated \$170 to \$225 million of incremental funding from the private sector with a tax revenue cost to the government of only \$50 to \$65 million.

For more details, please click [here](#) to read AFP's recent pre-budget submission.



## AFP FACT SHEET

**The Association of Fundraising Professionals (AFP)** is the professional association of individuals and organizations that generate philanthropic support for a wide variety of charitable institutions. Founded in 1960, AFP advances philanthropy through its 31,000 members in more than 240 chapters throughout the world. AFP has inspired global change and supported efforts that generated over \$1 trillion. **AFP's individual and organizational members raise over \$115 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the world.**

AFP represents nearly 3,500 members in 20 chapters across Canada. The association's work in Canada is supported by the AFP Canada Board and the AFP Foundation for Philanthropy-Canada.

So that it can promote stewardship, donor trust and effective and ethical fundraising, AFP:

- Requires members to comply with a *Code of Ethical Principles and Standards* that is designed to provide concrete guidelines for fundraising professionals in philanthropic organizations. The code is underscored with an enforcement process managed by the AFP Ethics Committee.
- Was instrumental in creating and maintaining *A Donor Bill of Rights*, a document that outlines what donors have the right to expect from charitable organizations to which they contribute.
- Raises public awareness and interest in philanthropy through programs such as National Philanthropy Day® on November 15 (now a permanently recognized day in Canada by the federal government), Youth in Philanthropy and the AFP Awards for Philanthropy.
- Is an original founder of and current participating organization in a worldwide certification program through Certified Fund Raising Executive (CFRE) International. The CFRE credential verifies experience and knowledge of fundraising and philanthropy. AFP also provides the Advanced Certified Fundraising Executive (ACFRE) credential for senior professionals.
- Encourages research on fundraising and philanthropy, including *What Canadian Donors Want*, AFP's bi-annual look at giving trends; the *Nonprofit Research Collaborative Year-End Fundraising Survey*; the *Fundraising Effectiveness Project*, which looks at how charities can be more efficient in their revenue generation; and the annual *Compensation and Benefits Study*, focusing on fundraising salaries.
- Provides professional development programs about fundraising, including the annual International Conference on Fundraising (ICON), the largest gathering of fundraising professionals in the world; Leadership Academy; CFRE Refresher Course; The Fundamentals of Fundraising Course; Donor Retention: A Self-Assessment Workshop; and a series of online offerings including webinars and e-courses.
- Provides information about philanthropy through its Fundraising Resource Center, which houses a comprehensive collection of books, periodicals, speeches and audio/visual materials on fundraising and the nonprofit sector.
- Supports legislation and regulations to encourage philanthropic giving and ethical fundraising.

September 24, 2018

[Title] [First Name] [Last Name] [Post Nominal]  
[Cabinet post]  
[Riding]  
[City], [Province] [Postal Code]

Dear [Salutation Title] [Last Name],

As the elected representative for the area, you are uniquely positioned to understand the needs of the people and charities within the riding of [Riding]. These needs are as varied as the number of organizations that are committed to addressing them.

The nonprofit sector in Canada accounts for more than 8 percent of Canada's Gross Domestic Product and more than 10 percent of the labour force, or approximately 2 million workers, according to Imagine Canada.

The Association of Fundraising Professionals (AFP) is the standard-bearer for excellence in philanthropy and our 3,500 Canadian members raise billions of dollars for charitable causes across the country and around the world. We would be pleased to [Meeting purpose sentence], in order to share our current priorities and showcase how AFP can be a resource for you on matters pertaining to charitable giving and the nonprofit sector.

We would like to suggest a meeting with an AFP leader at your [2018 meeting location and date sentence]. The meeting would be no more than 20-30 minutes. If this date is not possible, we would be happy to discuss alternatives with your staff.

We will follow-up with your office in the coming weeks. In the meantime, if you would like to reach AFP, we invite you to contact the [2018 Chapter Assignment] at [Telephone Chapter] or by email at [email Chapter].

Yours Sincerely,

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Scott Decksheimer, CFRE  
Chair (Volunteer)  
AFP Canada

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Lisa Davey  
Vice-President  
AFP Canada