



AFP in Canada
STRATEGIC
PLAN 2018–2020



MISSION VISION

To stimulate a world of generosity and positive social good through fundraising best practices.

The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research, and advocacy.

GUIDING PRINCIPLES

ETHICS AND TRUST

As champions of ethical fundraising, fundraising professionals work to build public trust in charitable giving. We are accountable to donors and their organizations to perform to the highest standards. We practice courage and integrity in the stewardship of private and public resources.

PROFESSIONAL PREPARATION

Fundraising professionals are supported to serve as leaders and mentors within and on behalf of our organizations. We embrace continuing education and credentialing as pathways to advance in all stages of our professional careers. We learn from those around us and use new skills to strengthen our organizations and communities. We understand, promote, and share best practices to use and grow the fundraising body of knowledge.

ADVANCING PHILANTHROPY

Fundraising professionals are leaders in developing a culture of philanthropy within our organizations and communities. We train staff, boards, and volunteers in ethical and effective fundraising practices. We work across organizations and nations to stimulate social good.

INCLUSIVITY

Fundraising professionals reflect the diversity of the communities we serve. We work to address the needs of a diverse society. We welcome and support a diversity of individuals and offer pathways for them to succeed.

PARTNERSHIP AND COLLABORATION

Fundraising professionals are trusted partners in connecting donors with causes and organizations to achieve social good. We collaborate locally and globally with other organizations around shared priorities. We work effectively with decision-makers in government and business to achieve shared objectives through philanthropy.

CREATIVITY AND INNOVATION

Fundraising professionals stimulate giving through collaboration and engagement to develop innovative practices and solutions. We imagine and research new ways to connect donors and achieve results. We share effective ideas and techniques to promote success across the philanthropic sector.

GOALS AND OBJECTIVES

PROMOTE INCLUSION, DIVERSITY, EQUITY, AND ACCESS (IDEA)

AFP in Canada reflects a diverse and inclusive community, evolving and enhancing our national influence and mission impact.

OBJECTIVES:

- Create an inclusive and accessible environment so that our members, donors, and community partners can participate equitably.
- Ensure that AFP activities in Canada incorporate diverse perspectives, interests, ideas, and needs into our culture and practices in a way that values, respects, and supports people.
- Ensure that representation on our AFP Foundation for Philanthropy – Canada, AFP Canada, AFP Chapter Boards, as well as our volunteer groups, reflects the communities that we serve. We will actively work to reduce barriers to make these roles more accessible to diverse individuals.

ENHANCE INFLUENCE, IMPACT, AND ETHICS

AFP in Canada acts as the voice of our profession in Canada and provides leadership to ensure that voice is cohesive and informed. We will use our voice to advocate for appropriate laws, regulations, and standards, and ethical behavior. We will conduct research that supports our profession.

OBJECTIVES:

- Work to ensure that AFP has a leadership role in philanthropy in Canada that reflects our unique values and perspectives, and that AFP in Canada brings expertise to the international table.
- Broaden AFP's role as an influencer by building on our skills and expertise, as well as the strength and impact of our chapters, members, and volunteers.
- Increase public policy actions at the national, provincial, and municipal levels.
- Conduct research that provides AFP and its members in Canada with the data and knowledge they need to advance philanthropy.
- Highlight ethics as an integral value that sets AFP apart. Encourage greater awareness of the importance of ethics and standards among members, the sector, government, and the public.

ADVANCE SOCIAL GOOD

AFP in Canada advances social good by empowering our members, engaging decision-makers, leveraging donors and funders, and mobilizing our networks.

OBJECTIVES:

- Engage CEOs and other leaders in recognizing the essential role of professional fundraisers in advancing social good.
- Build awareness of the power of philanthropy and the critical importance of the fundraising profession through AFP's robust network of members, industry partners, and other key stakeholders.
- Actively work toward changing the public fundraising narrative in Canada to one that is informed and positive.

PROVIDE RELEVANT QUALITY EDUCATION IN CANADA

In Canada, AFP champions education, training, and information resources for fundraising professionals to succeed in all stages of their careers.

OBJECTIVES:

- Work to ensure that AFP's educational offerings in Canada reflect our unique values and perspectives.
- Look at all AFP international programming to ensure that it is relevant, accessible, and appropriate to our audience in Canada.
- Together with our stakeholders, work toward closing the leadership gap in the nonprofit sector in Canada.
- Forge reciprocal partner relationships as a multiplier to expand AFP's educational offerings in Canada.

ENHANCE VALUE FOR OUR MEMBERS AND CHAPTERS

AFP in Canada comprises members, chapters, boards, and staff who have a wide range of priorities and needs. AFP in Canada will work to ensure those needs are met and that participation adds value.

OBJECTIVES:

- Maintain an open line of communication among members, chapters, volunteers, and boards of AFP in Canada and AFP internationally.
- Prioritize working together across AFP in Canada to deliver and increase value between members, chapters, AFP Canada, the AFP Foundation for Philanthropy – Canada, and AFP International.
- Focus on building chapter resiliency and sustainability.

STRENGTHEN CAPACITY

AFP is a dynamic and principled organization dedicated to delivering top-notch services and investing in revenue generation for long-term financial sustainability and capacity-building.

OBJECTIVES:

- Create a transparent and accountable environment for AFP in Canada.
- Illuminate the AFP value proposition to strengthen the link among chapters, members, AFP Canada, AFP Foundation for Philanthropy – Canada, and AFP International.
- Increase revenue and philanthropic support to enable mission delivery for AFP in Canada.