**EVERY MEMBER CAMPAIGN**

**TALKING POINTS FOR CHAPTER MEETINGS & EVENTS –**

*NOTE: this is NOT intended to be a script that is read from start to finish, but rather a variety of talking points to help you promote the EVERY MEMBER CAMPAIGN at meetings and events throughout the year. There are indicated places where you can include information that is specific to your chapter.*

1. The Every Member Campaign is the cooperative, annual fund campaign of the AFP Foundation for Philanthropy- Canada and our chapter.
2. Thank you for your past gifts and thank you to those that will be supporting Every Member Campaign this year. You are the best of the best; fundraisers who are also philanthropists.
3. Your investment in the AFP Foundation for Philanthropy will help support local, national and international programs:
   1. Diversity & Inclusion

* Diversity scholarships to the AFP International Fundraising Conference are a priority for the Foundation.
  1. Professional Development
* Scholarships provide fundraisers and nonprofit leaders with education, training, and leadership development opportunities.
  1. Research
* Research that increases knowledge of fundraising, philanthropy, and social innovation, such as the *2018 What Canadian Donors Want Survey.*

1. A portion of every donation you make to the Every Member Campaign comes back to our chapter to support important chapter programs like: *Insert customized, local information here*.

1. There are several ways to give to the annual fund:

* One-Time Gift: donate online: <https://afpglobal.org/how-give-afp-foundation-philanthropy-canada> , mail a cheque, call with a credit card 1-800-796-7373
* Monthly Giving: Make a recurring gift and become a member of the Alpha Society <https://afpglobal.org/how-give-afp-foundation-philanthropy-canada>
* Pledge: Make a pledge with a specified payment schedule

1. Impact in 2018 because of you:

Nationally, your gift supported…

* Providing nearly $30,000 in scholarships to fundraisers from across Canada
* Delivering complimentary educational webinars to further develop the fundraising profession across Canada
* Supporting research field studies, including the fourth iteration of ***What Canadian Donors Want*** (in conjunction with IPSOS), released early Spring this year; and ***Retail Demand for Impact Investing***report
* Implementing the third cohort of Fellows in Inclusion and Philanthropy, which has now expanded across the country.
* Providing grants to local communities through the AFP Chapters for education, scholarship and National Philanthropy Day programs.