Dear Members,

I know - you've been there.

You just get in to your office and you open your email and ding! Another email from AFP.

"Give to EMC."

What the heck is EMC?

You read, scanning, looking for some human words that make sense...

Scanning...

Scanning...

I've been there.

Last year, I joined the board of the AFP Golden Horseshoe Chapter and my number one goal was to talk to our members like, you know - humans. Real people with real lives. My goal with every touch point is to give real, compelling and inspirational reasons for them to interact and engage with what we were doing as a chapter.

I put it to a few of my colleagues.

"Seriously guys, in plain English, what is EMC - why should I - as a member support the Every Member Campaign?"

More corporate speak.

I dug deeper.

I know why I give.

It's pay back.

I still don't know a lot, but once upon a time, I knew nothing.

Because people like you and me invested in AFP through the Every Member Campaign, I had conferences and events to go to where I could flourish with the advice and expertise of mentors. I was able to talk to other "fresh out of the pod" fundraisers like me who helped make some sense of this thing that was so much bigger than us as individuals.

I don't need to tell you all the things that AFP does. They do a pretty good job of that.

But I am asking you today to [join me in paying back](http://r20.rs6.net/tn.jsp?e=0019bJXGT8yHJ96klmbYxEGQJbw8nYjuAN-WeYe9Ry0xWPAjFifXH2y9yRn2nzlyjELKnixKdrDfyKHH1ad1LWhJHfcwYQkUwyIfIVxZ0wIrRqsWBPoN4cmrp9FbYzwzVwFl3SQfa81XRUuCvDyrZAMxddRvS8tdQP4rQGYHTWZZvlp0_9Avz1T4gXVMrofK9KK-yPxHj1qUtY=).

Just last month I was in Toronto at the AFP Congress where I met a number of brand new fundraisers. They listened, they challenged, they waved their arms around, they care. They are here to do something magical in this world. And I believe the AFP plays a role in that. It's that important.

They need it. And we need it.

Please take one last moment, even if you have given (yes! I have given twice - as a monthly donor to EMC and a special holiday gift!) this year.

Support the Every Member Campaign and enjoy your holidays knowing you have played your part in something that is much bigger and much more magical than you or I alone.

Happy Holidays

 Chapter President