

Advocates Program: Fundraisers Transforming Our Communities



A new Narrative about fundraising for Canada

The Advocates Program was developed to disseminate key messages from the new Narrative about fundraising in Canada. Advocates will be recruited and trained on the new Narrative throughout our country. Their role will be to share its messages in their communities helping to change the narrative about fundraising in Canada.

The new Narrative for fundraising in Canada is a positive, advocative and non-justificatory, narrative that says: What about charities¹ and fundraising do we value, and can we get other people to value those things too?

The new Narrative was developed in response to challenges faced by fundraising in the UK. It was prepared as commissioned research for AFP Canada by Ian MacQuillin of Rogare. The research suggested that a new Narrative could effectively impact how the Canadian public thinks about fundraising.

The Narrative states that charities have a responsibility, an imperative, to use the most effective and efficient methods possible to bring about change. This contrasts with negative attitudes which say that charities ought to be small, local, not businesslike.

Properly and cleverly articulated and deployed, it will raise the bar for informed discussion about the issues affecting fundraising and the value of fundraisers in Canada.

To learn more about the new Narrative about fundraising for Canada, please see the summary entitled “Fundraisers Transforming Our Communities”.

The Opportunity: Advocates Training

AFP Canada is recruiting members who are natural spokespeople for AFP in Canada. Our goal is to have a group of trained advocates who will be proactive at sharing the key messages from the Narrative in their communities, to members and non-members alike. Seasoned and emerging leaders are welcome, whether professional or volunteer.

The first Advocates Training opportunity will be offered on Wednesday, July 24, from 2:00 to 6:00 pm at the University of British Columbia’s Vancouver Campus. Advocates

¹ In this context “charities” refers to charities and other organizations in the nonprofit sector—from small community organizations to large healthcare or education institutions.

will participate in an interactive training session with ample opportunities to role-play. Exercises, using Canadian examples, will be used to help the participants to internalize the new Narrative. Advocates will learn how to develop an ideological response instead of a defensive answer.

There is no cost for this training. It is funded using Canadian chapters' contributions to AFP Canada. (Please note that travel, accommodation and meals are not included.) This program is completely optional and is open to all AFP members who are interested in being trained advocates. Please note that if you can't make this date/location, we will be offering another opportunity at a later date.

Note: Advocates will be asked to read both the new Narrative (30 pages) and the white paper (50 pages) in advance of the training as an understanding of both is required for this training to be effective. Both papers will be available early in May in English and in French.

The Responsibility: Commitment to advocate

Trained advocates will be asked to be both responsive and to take initiative in sharing the new Fundraising Narrative and its key messages. They will be asked:

- To find or create opportunities to share the Narrative such as at a chapter event, with local media or with any other local affiliate groups.
- To help build a repository of examples of how the Narrative was used across the country.
- To participate in an evaluation on the implementation of the Narrative.

To learn more and to sign up for this training contact lisa.davey@afpglobal.org. The **deadline to reserve your spot is Friday, June 28.**