



AFP Global Strategic Planning Program Overview

Program Overview

AFP Global encourages chapters to develop a strategic plan every 3-5 years. The strategic plan serves as a framework to benefit chapters with a structured approach to growth and strong management of assets and programs. AFP Global provides strategic planning services to chapters free of charge.

Strategic Planning Services

Chapters may request a 360-degree strategic planning session or any of the below items to complement their own process.

- Bank of survey questions
- Survey development
- Agenda and activity development
- AFP specific examples
- Onsite facilitation
- Goal tracking and documentation

360 Degree Strategic Planning Timeline

120 – 90 Days before event

- Collaborate with AFP Global to determine goals and timeline

90 – 60 Days before event

- Develop survey for members, prospects and lapsed members
- Launch and deploy survey for 21-30 days

45 – 20 Days before event

- Review survey; identify chapter strengths and opportunities for development
- Finalize agenda for participants

1 week before event

- Finalize presentation

Day of event

- Facilitate onsite strategic planning for 3-6 hours

2 weeks after event

- AFP Global to provide tracking document to chapter board with goals and objectives
- Chapter board to complete action steps in framework and return to AFP Global

**Process**

Chapters may request a strategic planning session by following the process outlined in the AFP Global [Chapter Visit Program](#) and by filling out [this online form](#). Once received, Derek Mulhern, AFP's Chapter Development Director, will contact the chapter to discuss and coordinate the Strategic Planning Process.

All visits should be requested at least 90 days in advance.

Follow-Up

You will be asked to complete a survey regarding your chapter visit experience. Staff is looking for candid and constructive feedback in order to improve the program with each Chapter visit.

More Information

For more information or questions, please contact Derek Mulhern, Chapter Development Director at derek.mulhern@afpglobal.org or (703) 519-8463.