

Share & Reapply: Spotlight on Success

Inspiring Excellence in AFP Chapters

At AFP ON, Golden Horseshoe Chapter, we believe in the power of sharing success stories to inspire and elevate our community of fundraising professionals. One of our proudest moments this past year was the success of our National Philanthropy Day event.

- **Objective:** Our objectives were threefold:
 - Celebrate Philanthropy: Recognizing and honoring those who have made a significant impact through financial donations, volunteerism, or other forms of support.
 - Promote Philanthropy: Inspiring others to engage in charitable activities and raising awareness about the importance of giving.
 - Raise Funds: Supporting AFP's mission by raising funds for scholarships and bursaries within the chapter to foster further education and development in the field.
- **Key Strategies:** We employed the following key strategies to achieve our goal:
 - **Put Together a Robust Committee:** The NPD committee is chaired by a member of our AFP Golden Horseshoe Chapter Board of Directors. Once the chair is appointed, they facilitate the process of engaging volunteers from across the chapter. We reach out to different types of people from various backgrounds in order to create a well-rounded committee, including people in marketing and communications, young professionals, and mid-level career volunteers. By gathering a robust group, we were able to engage more volunteers and provide them with a valuable networking opportunity and experience volunteering in the sector. The NPD committee has subcommittees including nominations and awards, marketing and communications, logistics and special event planning, the Summit educational committee, and sponsorship and revenue generation. Each subcommittee chair leads a dedicated team of volunteers to execute different aspects of the event.
 - **Engage Local Media to Help Market Your Event:** Marketing and communications is one of the most demanding roles for National Philanthropy Day. They are tasked with promoting nominations, thanking sponsors, driving ticket sales, and crafting the overall event messaging. This year, we partnered with CharityVillage, a top nonprofit news site in Canada, significantly expanding our promotional reach and helping us achieve our goals of celebrating and promoting philanthropy.
- **Results:** Our recent event achieved key objectives—celebrating philanthropy, raising funds for scholarships, and engaging the community. We saw record attendance, increased nominations, and met fundraising goals, further promoting a culture of philanthropy in the Golden Horseshoe region.

How You Can Replicate our NPD Event: We believe that the success of our event can be replicated by other AFP chapters. Here are the key steps to consider:

1. **Be Intentional with the Structure of Your Committee:** We have found that it is crucial to have a well-rounded team that understands the event's objectives and is enthusiastic about contributing their skills. We take time to match volunteers with roles that align with their interests and strengths, ensuring they feel connected to the cause while gaining valuable experience. Clear objectives, role delegation, and open communication are key to the committee's success.
2. **Include Sponsors and Partners to Make Your Event Profitable:** Focus on engaging sponsors, particularly those who are closely connected to the nonprofit sector, such as consultants and media partners. We focused on engaging consultants from within our chapter to provide them the opportunity to promote their businesses at NPD and feel a sense of connection and pride for their support. We successfully filled all sponsorship opportunities and reinvested nearly \$10,000 into scholarships for our chapter.
3. **Recognize Members of Your Community:** Awardees are introduced by the sponsor of each award, followed by a few words from the honoree, allowing them to share their personal insights and experiences with the audience. In addition to the event, we also promote honorees on social media platforms along with the sponsors highlighting their impacts to philanthropy. Press releases and post-event media coverage by a local media outlet also help recognize award recipients and highlight their contributions to the community.
4. **Invite Local Politicians for Extra Visibility:** Each year, we invite the mayor to kick off National Philanthropy Day by offering remarks that salute the incredible philanthropic efforts across our chapter. We actively engage local businesses, nonprofit organizations, and community leaders to participate in and celebrate the event.
5. **Share Your Success:** Once you've achieved success with your event, share your results, best practices, and lessons learned with other chapters and the AFP community.

Get Started Today: We encourage you to consider adopting a similar event to make a positive impact on your chapter and community. Together, we can continue to elevate the fundraising profession and create lasting change.

Let's share success, inspire change, and make a difference together.

