

Share & Reapply: Spotlight on Success

Inspiring Excellence in AFP Chapters

At AFP Lubbock Area Chapter, we believe in the power of sharing success stories to inspire and elevate our community of fundraising professionals. One of our proudest moments from the previous year was the successful implementation of our NPD Celebration Luncheon.

About the NPD Celebration Luncheon: We tried to think about and position our NPD Celebration Luncheon as just that, a celebration. Although it technically is a fundraiser for our chapter, we didn't want to have that as the driving force for the event. We really tried to embody the fact that this event should be the signature event for all of our fundraisers, philanthropists, and event planners for that year. Here's a brief overview of what it entailed:

- **Objective:** The primary goal of the NPD Celebration Luncheon was to showcase new event ideas, new stewardship techniques, how to recognize someone, and really have our guests walk away with a smile on their face, a good feeling in their heart, and possibly an idea they wanted to steal for their event! We knew the more engaging this event was, the more people would want to attend, or recognize someone.
- **Key Strategies:** We employed the following key strategies to achieve our goal:
 - **Extensive, early promotion of our awards nominations and the event:** We start advertising for Outstanding Nominations, 6-9 months out, and allow plenty of time to collect resources and paperwork. We start posting save-the-dates, 4-6 months out, on social media. We share them at chapter meetings and begin monthly email blasts as well. We also send out save-the-date postcards to past and present members/donors, and prospective members. A lot of our communication with the community is through emails or phone calls. Paper mailouts are a nice touch, however, we have gotten more responses by making personal phone calls or sending emails to specific donors or members.
 - **Significant recognition of our award recipients:** Each Outstanding Honoree and Spirit of Philanthropy Award recipient is presented with an award. Pictures are taken and presented in our event program with a descriptive paragraph. Each Outstanding Honoree has a dedicated 2-4 minute video that is prepared for them, which highlights multiple local figures talking about their achievements and successes. Our print material that is mailed out has award recipient information and pictures on it. We do a press release on the event as well and feature them on our NPD website and AFP Lubbock social media channels. At the event, we also feature signage in the hallways, of all our honorees.
 - **Engaging with media outlets for event promotion:** We invite our local city council, mayor, local new stations, and public figures. We have also done a good job of promoting how our vendors have done a lot of philanthropy work for our fundraisers and NPD event.

- **Results:** The NPD Celebration Luncheon delivered remarkable results, including:
 - We had our highest number of Spirit of Philanthropy honorees this year in chapter history (20 awardees).
 - We had the highest fundraising percentage amount.
 - We had great attendance from members of the community with a local news channel emceeding the event.

Why our NPD Celebration Luncheon Matters: The NPD Celebration Luncheon is significant because it celebrates the spirit of philanthropy and recognizes individuals and organizations making a difference in our community. By highlighting their contributions, we inspire others to get involved and make a positive impact.

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

1. **Assess Your Chapter's Needs:** Identify specific needs or challenges within your chapter or community that a similar event could address.
2. **Create an Engaged Committee:** A personal ask or personal phone call goes a long way. Take time to ask and recruit people for your NPD committee, they will really help with the planning and sponsorships. Our NPD Committee led by our NPD Chair is in charge of the majority of the planning for the event. We meet monthly through Teams or Zoom and go over sub-committee updates, sponsorship updates, important dates and deadlines, and we also go over challenges any committee member might be having and offer suggestions or solutions.
3. **Engage Your Chapter Leadership:** Our Executive AFP Board does an amazing job of stepping in to assist our NPD Committee and helping secure sponsorships.
4. **Resource Allocation:** We engage the local community by partnering with different vendors and businesses that can provide various services. Don't blow your budget, but don't go cheap. It's hard to plan events for "event planners & fundraisers", so think outside the box. It's not every day that our philanthropists are stewarded, so be creative and thoughtful.
5. **Execution and Monitoring:** Implement the event as per your plan and continuously monitor progress, making necessary adjustments along the way. We have a Google Drive that the AFP Board and NPD Committee have access too. It has past marketing materials, sponsorships packets, mailing lists, pictures, etc. Take some time for your new chair and/or NPD Committee members to look over that, review it, see what has been done in the past. Lastly, do a recap report (SWOT Analysis) after the event. The good, bad, and ugly. It is so much at one time. Getting all the feedback and documenting it can help the next chair, or repeat chair, remember specifics.
6. **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 our NPD Celebration Luncheon to make a positive impact on your chapter and community. Together, we can continue to elevate the fundraising profession and create lasting change.

For more information or to contact our team for insights and guidance, please contact Brittany Campbell, Brittany.Campbell@umchealthsystem.com.

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

LUBBOCK AFP MEMBERS ARE INVITED TO PURCHASE

SPIRIT OF PHILANTHROPY *Awards*

PLEASE PURCHASE BY OCTOBER 1ST

Honor a volunteer or staff member in your organization for their outstanding dedication & service in the philanthropic community. Each Honoree will be given a personally engraved award and recognized at our 2023 National Philanthropy Day Awards Luncheon. Purchase includes 3 Tickets to the luncheon and award. NPD Sponsors can add SOP Awards for \$100 each and includes 1 Ticket and 1 Award. All SOP honorees will be printed in program.

\$150 SOP AWARD

\$100 NPD SPONSOR PRICE

SCAN ME NOW

2023 NATIONAL PHILANTHROPY AWARDS LUNCHEON
MONDAY, NOVEMBER 13TH

FOR MORE INFORMATION OR QUESTIONS: afplubbock@gmail.com