

Share & Reapply: Spotlight on Success

Inspiring Excellence in AFP Chapters

At AFP Miami 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 Anniversary Awards Luncheon.

About the NPD Anniversary Awards Luncheon: Our NPD Anniversary Awards Luncheon recognizes outstanding philanthropists, volunteers, community members, grantmakers, and youth, for their contributions to the Miami community. Here's a brief overview of what it entailed:

- **Objective:** The primary goal of the NPD Anniversary Awards Luncheon was to recognize members of the community who are making a difference and raising awareness for philanthropy in our area.
- **Key Strategies:** We employed the following key strategies to achieve our goal:
 - **Engaging Sponsors:** By having quality honorees and promoting the event early, we were able to secure a lot of fabulous sponsors. Plus, we added a year-round Chapter Sponsorship Program for groups wanting year-long recognition, with benefits including attendance at NPD. We also leaned on our nonprofit vendors to join us, which was incredibly helpful and beneficial not only to NPD, but the vendors. They were able to mingle with a nonprofit audience, always looking for solutions to improve their philanthropic efforts.

For NPD 2023, we added exhibitor booths right as guests walked into the ballroom. To incentivize guests to visit each booth, we incorporated passports where if individuals visited every booth, they'd be entered into a raffle to win auction items for themselves or to donate to an organization of their choice. Guests loved it and vendors were able to make connections with fundraisers, organizations, and honorees. Win-win-win!

- **Significant recognition of our award recipients:** We recognize honorees with a video where two individuals/organizations impacted by the honorees work to celebrate their achievements. Honorees are then brought to the stage to accept their award at the podium and if they so choose, speak at the podium. We have found this to be incredibly moving and successful. With honorees seeing the videos for the first time at NPD, they are often in tears of gratitude, making their acceptance speeches poignant and heartfelt.

Outside the event, we celebrate the honorees on our various marketing channels, in press releases, post releases, and through our partnership with the Greater Miami Chamber of Commerce.

We also host a pre-event party for honorees past and present, the NPD committee, and board, at a past honorees' home.

- **Results:** We were so proud of our collective achievements as a chapter. We exceeded our fundraising goal and our number of guests with over 400 attendees, had exceptional honorees, and received press coverage. We incorporated new revenue streams including exhibitor booths and chapter sponsors, all while cultivating a beautiful event. Best of all, the enthusiasm and energy in the room was palpable and feedback from elected officials to individual attendees was the same, “wow and how can I get involved next year.”
 - **Why our NPD Anniversary Awards Luncheon matters:** The NPD Anniversary Awards 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 Anniversary Awards Luncheon: We believe that the success of our NPD Anniversary Awards 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:** Our NPD committee includes 15 members, led by our president-elect. Over the course of the planning period, our committee meets monthly via Zoom as we strategize and direct the vision of the big day. Once we are roughly two months away from NPD, we meet every two to three weeks, ensuring we stay committed and focused on executing a successful and fruitful NPD. On occasion, we include a co-chair to help distribute the work and complement the skillsets of two talented but differently skilled individuals. The inclusion of a co-chair also helps with cross training for NPD leaders, ultimately setting the event up for success.
3. **Setting Goals and Expectations:** Developing and incorporating a large and active committee with outlined benchmarks can really drive revenue and support. For the 2023 NPD, we set a goal for every member to secure at least two supporters (tickets, sponsorships, auction items, etc.) and two nominees. This not only set expectations of engagement from all members but made it a team effort without too much burden relying on a select number of individuals. Plus, with each member working to secure quality nominations for honorees, we were able to obtain highly influential honorees, encouraging many organizations, individuals, and elected officials to attend. We worked as a team to make NPD 2023 the “must attend philanthropic event” of the season.

Thanks to our event contractor and committee, we have been successful in managing expenses and securing as many in-kind or low-cost items as possible. For instance, by switching to a digital program book and donated floral decor, we were able to reduce expenses year-over-year by over 10%.

4. **Engage Your Community:** We engage the various Chambers of Commerce, community foundations, sister AFP chapters, and organizations like PhilanthropyMiami. We have a great relationship with local elected officials as well, including County Mayor, Levine Cava, and her team, and former AFP President, Pat Morris, who help us welcome everyone to the table. “Collaboration over competition”, is President Melissa Wetzel, CFRES’ mantra and we as a chapter embrace this in all areas of our work.

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. The three phrases we'd share for incoming NPD chairs are teamwork, goal setting, and starting early. Since we incorporate a large team for the committee, everyone has an opportunity to shine and contribute in their best way. With the inclusion of goal setting shared at the beginning of the process, everyone was on the same page and knew the expectations set forth. Finally, getting started early is KEY to success. After NPD 2023, we secured our date and venue for the following year the subsequent week. The sooner you and your team get started, the more likely you are to meet and exceed your goals!

Get Started Today: We encourage you to consider adopting a similar event to our NPD Breakfast 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 info@afpmiami.org.

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