



BE the CAUSE Webinar 2023

BE  CAUSE

The logo for "BE the CAUSE" consists of the word "BE" in a bold, black, sans-serif font, followed by a speech bubble icon with a colorful, multi-colored border (blue, green, orange, yellow) and the word "the" in a lowercase, italicized, black, sans-serif font inside it. To the right of the speech bubble is the word "CAUSE" in a bold, black, sans-serif font.

AFP Foundation for Philanthropy

- **Presented by:**
 - Lori Gusdorf, CAE, Executive Vice President, Foundation Staff
- Ayat Hassan, MBA Fundraising & Database Analyst Associate, Foundation Staff
 - Helen Arnold, CFRE, AFP NV, Las Vegas Chapter
 - Gabe Grass, AFP FL, First Coast Chapter

October 3, 2023

- 2023 Campaign Overview
 - Where we are with fundraising
 - Database and Report Update
 - Plans for the rest of the year
- Discussion
- Q & A



As of September 30, 2023

\$198,115 or 54% of our \$370,000 goal.

- Database Transition to Nimble – A Salesforce platform
 - Early March 2023

- Chapter Tally Report Update
 - Please email foundation@afpglobal.org to request a report

Plans for the Rest of the Year

- SYBUNT Mailing
- Calling Program
- Match at AFP LEAD
- Series of email solicitations
- Stewardship email – week of Thanksgiving
- Busiest Time of Year Approaching



give by cell

Thank you!



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*hazen institute for
leadership training*

**For partnering with the AFP Foundation for
Philanthropy for the match over the dates of
AFP LEAD, October 19-21, 2023**

A special thank you to...



For partnering with the AFP Foundation for the “Good Takeover New Orleans, LA:

April 16-18, 2023: Dates of the Good Takeover Challenge Match



BE the CAUSE Grant Back Program

| Tier | Cooperative Annual Fund Distribution | Criteria |
|------|--------------------------------------|--|
| 1 | 15% | From first dollar raised |
| 2 | 25% | Meet low-range goal PLUS achieve 100% Board Participation |
| 3 | 35% | Meet high-range goal PLUS achieve 100% Board Participation AND an increase in total funds raised from 2017 |



2023 BE the CAUSE Resources and Tool Kit

<https://afpglobal.org/USFoundation/be-cause-campaign-toolkit#toolkit>

How does the Foundation support your work?

- Donor Acknowledgment
- Stewardship
 - Gift processing/thank you letters
 - Pledge reminders
 - Renewal letters
 - Donor Pins

What Can You Do for Your Donors/Prospects?

- Virtual donor reception
- Thank you emails to donors each month
- Engage board members to personally solicit members to make/upgrade gift
- Identify Chamberlain scholars in your chapter: what was their experience? How has it impacted their careers? Are they a donor?
- Create a communications calendar about BTC so you have consistent communications (highlight ICON/LEAD matching campaigns!)
- Solicit your chapter board for 100% Board Participation (10 Star!)
- Ask us to Zoom in to a board meeting to talk about the Foundation and our impact



Helen Arnold, CFRE

- AFP NV, Las Vegas Chapter
- President-Elect



Gabe Grass

- AFP FL, First Coast Chapter
- Foundation Development Chair



Open Discussion

We're here to support you!

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