

MISSION | The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.

VISION | To stimulate a world of generosity and positive social good through fundraising best practice.



STRATEGIC OUTCOMES

1. Extraordinary member experience aligned with IDEA principles
2. Elevated member satisfaction at chapter and Global level
3. **Increased** member engagement
4. **Full integration of IDEA principles within chapters**
5. **Portfolio growth** driven by IDEA-based programming
6. Increased program participation
7. Long-term sustainability of programs
8. Improved resource accessibility for underrepresented groups
9. **Heightened impact through strategic partnerships**
10. **Inclusive representation of all stakeholder voices**
11. Recognition of fundraising as ethical profession
12. Increase in volunteer participation, reflecting commitment to IDEA

1. Elevate Member Experience

- 1.1 Local engagement reimagined and streamlined
- 1.2 Global-chapter synergy to strengthen value proposition
- 1.3 Leading-edge communications strategy
- 1.4 Leadership access for all

1.5 IDEA integration in chapter operations

STRATEGIC PRIORITY

2. Revolutionize Education & Professional Development

STRATEGIC OBJECTIVE

- 2.1 Agile infrastructure for content
- 2.2 Optimal learning channels
- 2.3 AFP as career catalyst

2.4 IDEA scaled for long-term impact

3. Enhance Global Reach & Impact

- 3.1 Strategic partnerships for targeted influence
- 3.2 Political advocacy
- 3.3 Public profile of the profession
- 3.4 Ethics leadership for profession

3.5 Robust infrastructure for IDEA advancement

Priority 1: Elevate Member Experience

Strengthen the AFP member experience through elevated consistency, connection, and IDEA commitment across the organization

Objectives

1.1 Local Engagement Reimagined and Streamlined

- Empower AFP chapters to reimagine and deliver a dynamic, locally resonant member experience. Strengthen connections, streamline processes, and fortify chapters as powerful engagement hubs that embody IDEA principles.
- Strengthen AFP's resourcing to provide better member experiences.

1.2 Global-Chapter Synergy to Strengthen Value Proposition

- Innovate functional frameworks for chapter operations and Global-chapter relationships, ensuring benefits reflect and champion IDEA principles.
- Develop a sustainable business model, addressing gaps, to drive member satisfaction to unprecedented heights.

1.3 Leading-Edge Communications Strategy

- Craft a dynamic, segmented communications strategy, to nurture higher awareness and easier access to member benefits.
- Drive transparency organization-wide, fostering a culture of inclusivity and engagement.

1.4 Leadership Access for All

- Broaden and enhance access to leadership and volunteer roles at both chapter and global levels, positioning AFP as the premier avenue for professional growth for all individuals.

1.5 IDEA Integration in Chapter Operations

- Expand resources, training, and connections for chapters to help them better embed IDEA into their organizational fabric and execute or amplify key initiatives.

Outcomes

1. Extraordinary member experience aligned with IDEA principles

2. Elevated member satisfaction at chapter and Global level

3. Increased member engagement

4. Full integration of IDEA principles within chapters

Priority #2: Revolutionize Education & Professional Development

Leverage AFP's strengths to ensure that all education and professional development offerings are current, relevant, IDEA-informed, and of the highest quality

Objectives

2.1 Agile Infrastructure for Content

- Establish an agile infrastructure to swiftly produce relevant, multilingual content and programming responsive to social and economic trends, positioning AFP as the vanguard in meeting ever-changing challenges.

2.2 Optimal Learning Channels

- Revamp and optimize channels for education and professional development delivery at both chapter and Global tiers, ensuring accessibility for all.

2.3 AFP as Career Catalyst

- Position AFP engagement as the proven pathway for career advancement through AFP's Leadership Development opportunities — equipping members to navigate bold challenges and seize opportunities in an evolving landscape.

2.4 IDEA Scaled for Long-term Impact

- Scale up IDEA initiatives to provide long-term leadership development pathways for underrepresented groups in the philanthropy sector, with emphasis on formal and informal mentoring and championship.

Outcomes

5. Portfolio growth driven by IDEA-based programming

6. Increased program participation

7. Long term sustainability of programs

8. Improved resource accessibility for underrepresented groups

Priority #3: Enhance Global Reach & Impact

Position AFP as a respected and collaborative global voice for fundraising excellence driven by IDEA principles

Objectives

3.1 Strategic Partnerships for Targeted Influence

- Explore partnerships across sectors and borders, while directing AFP investments towards its core audience.
- Cultivate collaborations that foster inclusivity, nurture innovation, and drive meaningful results.

3.2 Political Advocacy

- Engage in bold, legislative advocacy in the US and Canada to protect the interests of the fundraising community
- Provide cutting-edge data, insights, and reports that fundraising professionals can leverage for grassroots efforts.

3.3 Public Profile and Visibility of the Profession

- Address critical workforce challenges within the profession, supporting the talent pipeline
- Market to decision makers including CEOs and Board members

3.4 Ethics Leadership

- Enhance AFP's stature as a leader in ethics and raise the bar on ethical fundraising.

3.5 Robust Infrastructure for IDEA Advancement

- Ensure that all AFP programs and initiatives, as well as governance, chapter and volunteer structures are equipped to continuously uplift and advance IDEA.

Outcomes

9. Heightened impact through strategic partnerships

10. Strengthened legislative advocacy capacity to remain responsive to evolving policy issues

11. Increased recognition of fundraising as an ethical profession

12. Increased volunteer participation in advocacy, reflecting all stakeholder voices