**AFPCCC Board Member & Foundation Development Chair (FDC) Responsibilities**

Review the following documents from AFP Global website prior to advancing to the next steps. Frequently use the AFP website and resources provided at <https://afpglobal.org/be-causetoolkit>:

* AFP Foundation Impact Statement
* Foundation Development Chair Job Description
* AFP Code of Ethics
* Donor Bill of Rights
* Foundation Donor FAQ

**2021 BTC Success Plan**

* The Foundation Development Chair (FDC) serves as liaison between the chapter and the AFP Foundation for Philanthropy. The primary role is to educate, cultivate, solicit and steward individual donors for the cooperative foundation/chapter annual campaign
* Encourage chapter board members to support the campaign and achieve 100% board participation
* Strive to meet the needs of the people you serve
* Remember AFP exists to serve its members. The purpose of every decision is, "How will this decision help us better serve our members?"
* Demonstrate leadership ability particular to the needs of the association
* Develop a communications plan for Be the Cause campaign ask and stewardship
* Pitch the BTC campaign to Board members at first Board meeting
* Report to the chapter president, board of directors and members regularly on the committee’s activities and progress toward annual campaign goals (where we are towards our goals, do we have any new donors) and asks as standing agenda items monthly -- Board can help make thank you calls
* Share success stories and Impact Statement from AFP Global/ Foundation for Philanthropy
* Pull Tally Reports each month for donor stewardship
* Recognize donors on Chapter website. Highlight why they give to the Foundation
* Ensure that at least one person served by this program is highlighted, including photos, captions and a quote
* Call and Send thank you cards to members as they make their Be the Cause contribution
* Connect with AFP Global about pins and other incentives correlating with different giving levels
* Check with Chapter Admin to add Be the Cause 2020 donors on the website with call to contribute in 2021
* Make an annual charitable contribution to the AFP Foundations for Philanthropy
* Assist in the stewardship and retention of current donors
* Assist in contacting lapsing and lapsed members. Remember retention is the new acquisition!
* Create relevant messaging to add in e-newsletters on website:
  + January – Share 2020 successes and pitch Be the Cause and how it benefits our Chapter
  + March – Be the Cause launch email to both members and non-members, to include: giving levels, the ask, thanking 2020 donors, what the dollars raised actually do
  + June/July – Stewardship and update email to both members and non-members, to include: thanks to Be the Cause 2021 donors, updates on goal, reminder what the raised dollars actually do
  + November – Final ask and push to goal, thanks to donors to date.
  + December – Gratitude and update on beating our goal (because I know we will!)