



Tiered Chapter Revenue Allocation Model for EVERY MEMBER CAMPAIGN

Tier	Allocation Percentage	Criteria
Tier 1	15%	From first dollar raised
Tier 2	25%	Meet low-range goal PLUS achieve one performance metric
Tier 3	35%	Meet high-range goal AND 100% chapter board participation PLUS raise more than the previous year.

FAQs

1. What is the rationale behind implementing a tiered revenue allocation model?
 - The AFP Foundation has been working diligently to develop a culture of philanthropy, trust and collaboration with chapters.
 - We want to ensure that your chapter is rewarded and recognized for the time and effort you put into the annual fund and encourage you to get the largest percentage of revenue back into your chapter.

2. How are the low- and high-range goals set?

- Proposed low- and high-range goals will be prepared by the AFP Canada Foundation based on your chapter's performance from the previous year and presented to each chapter for board discussion, modification and acceptance.
- All chapters can call the Foundation to discuss these goals; our aim is not to impose a goal on your chapter but to suggest one for your consideration.

3. Can you help me understand the different tiers?

There are three tiers in this chapter revenue allocation model. Our hope is that you and your chapter will be motivated to increase its support of the Every Member Campaign while at the same time building resources that will come back to directly support your chapter. You can do this by striving toward a tier that's right for you and your chapter's capabilities.

- Tier 1: Receive 15% of what you raise, automatically.
 - No matter how much your chapter raises, your chapter will receive 15% of what is raised.
 - Example: your chapter raises \$3,000 your chapter will receive \$450.
- Tier 2: Receive 25% of what you raise, provided you accomplish the following:
 - Chapter raises at least the low-range goal proposed by the AFP Foundation PLUS achieves 100% board participation.
 - Your chapter will receive 25% of the dollars raised by your campaign. For example, if your chapter raises \$3,000 and meets one of the performance metrics, your chapter receives \$750.
- Tier 3: Receive 35% of what you raise, provided you accomplish the following:
 - Chapter raises at least the high-range goal proposed by the AFP foundation board participation AND achieves 100 percent board participation PLUS the chapter raised more than the previous year.

4. Do we have to choose which metrics to meet up front?

- No. As you conduct your campaign, it's a good idea to keep in mind metrics that are easily achievable. The AFP Canada Foundation will check in prior to the end of the calendar year to indicate your status and which metrics you may have met so far.
- However, if you want to choose which metrics you are pursuing, by all means, use these as a motivator for your board and chapter members!

5. When does the chapter get paid?

- Your chapter will receive notification of their allocation amount by the end of first quarter of the following calendar year (approximate timeframe is the end of March).
- Your chapter will need to apply for the revenue allocation through the Foundation's grant process.

6. What form will the money come in?

- The AFP Canada Foundation will send an electronic payment via Telpay (download form from toolkit).
7. Can we use the money for anything we want?
- Your chapter may use the Chapter Revenue Allocation for programs of education, research and service that benefit those who lead, serve, and support non-profit institutions. Specific examples include, but are not limited to, scholarships, speaker fees, education programs costs like space rental or food, purchasing resource materials and webinars.
8. How are we recognized for participation and giving?
- There are a variety of ways the AFP Canada Foundation will recognize your chapter and your donors.
 - Chapter Recognition
 - Chapters will be recognized by Tier
 - AFP Annual Report
 - AFP Website
 - Signage at the International Fundraising Conference and Leadership Academy
 - Individual Donor Recognition
 - Donors will be recognized by giving level
 - Annual report
 - Foundation website
 - Donor pin
 - Alpha Society donor (monthly giving) indication on listings
 - Leadership Society donor* – cumulative giving of \$10,000+ and a minimum \$1,000 annual fund gift
 - Omega Circle donor* (planned giving)

**Each society/circle member receives a pin, donor reception, indication on listings and signage at International Conference.*