



# AFP PARTNER PROSPECTUS



## Vision

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



## Mission

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





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# About AFP



**26,000+**  
Members



**48**  
Countries  
Represented



**\$100 Billion**  
Money Raised  
Annually

Experienced leaders with  
**60% at director level or above**



## Representing Key Sectors

Including education, healthcare, arts/cultural, faith-based, and emergency/relief services



## About the AFP Partner Program



The AFP Partner Program provides a powerful, year-round platform to engage our community of 26,000+ influential fundraisers.

An initial group of two partners in 2018 is now a diverse roster of 20 industry leaders whose technologies are disrupting the fundraising industry.

The AFP Partner Program connects our members with best-in-class products that improve their effectiveness and make their organizations more impactful for the causes they serve.

AFP Partners can build multi-channel sales and marketing campaigns that pursue key business objectives including:

- Brand awareness
- Thought and industry/sector leadership
- Data capture & demand generation
- Workforce development
- Corporate social responsibility



# How Does the Partner Program Work?



## Core Benefits + Curated Opportunities = Your AFP Partnership

The AFP Partner Program is structured without preset packages. **We customize each partnership** based on your business objectives, deliverables of interest, and budget. Partner levels are then determined by the total invested:

- Strategic Partner \$100,000+
- Impact Partner \$75,000+
- Development Partner \$50,000+
- Visionary Partner \$25,000+
- Industry Supporter \$10,000+

Each Partner level includes a base cost for **core benefits**, and value-added branding and promotion:

- Strategic Partner \$50,000
- Impact Partner \$37,500
- Development Partner \$25,000
- Visionary Partner \$12,500
- Industry Supporter \$5,000

## Core Benefits + Curated Opportunities = Your AFP Partnership


Once core benefits are selected, you build out your partnership with deliverables like **event sponsorships, webinars, sponsored content, social media posts, and digital advertising.** You can also invest in strategic initiatives around professional development support, scholarship programs, DEI and Leadership Development.

## How Will Your Organization Benefit?

There is unqualified value in brand alignment with the world's largest society of fundraising professionals. For companies that have invested or have interest in standalone opportunities, an AFP Partnership can provide **higher levels of event sponsorship, additional thought leadership opportunities, and value-added branding and promotion.** The more you invest, the more discounts AFP can apply to your Partnership package.




# Partner Levels & Core Benefits


	<b>CORPORATE PARTNER</b> <i>Benefits (Scaled level of support)</i>	<b>STRATEGIC PARTNER</b> \$100,000	<b>IMPACT PARTNER</b> \$75,000	<b>DEVELOPMENT PARTNER</b> \$50,000
<b>PARTNERSHIP ANNOUNCEMENTS &amp; BRANDING</b>	Partnership Announcements including Press Release	X	X	X
	Logo and description on AFP Partners page	X	X	X
	Branding through AFP website, social, events, publications	X	X	X
	Access to the AFP Partner Portal to track deliverables, contracts, and other information	X	X	X
	Partner microsite on <i>afpglobal.org</i>	X		
<b>CHAPTER ENGAGEMENT</b>	Credit towards AFP Global partnership, based on financial support of AFP Chapters	50% of total, max. \$20,000	50% of total, max. \$15,000	50% of total, max. \$10,000
	Access to AFP Chapter contact and event list	X	X	X
	Featured Partner Spotlight in Chapter E-Newsletter	4x/year	2x/year	1x/year
	Featured Partner Spotlight in AFP channels	4x/year	2x/year	1x/year
<b>LEADERSHIP ENGAGEMENT</b>	AFP Associate Individual Memberships	Ten (10)	Seven (7)	Three (3)
	Access to AFP survey and research data	X	X	
	Opportunity for annual AFP member focus group	X	X	
	Opportunity for annual market research survey	X		
	Access to AFP executive and volunteer leadership at AFP convenings	X		
	Opportunity for sponsor AFP strategic Initiatives*	Unlimited	Up to 2	1

\*Additional investment required for strategic initiative sponsorships

## Partner Levels & Core Benefits *Continued*

 <b>Partner Program</b>	<b>CORPORATE PARTNER</b> <i>Benefits (Scaled level of support)</i>	<b>STRATEGIC PARTNER</b> \$100,000	<b>IMPACT PARTNER</b> \$75,000	<b>DEVELOPMENT PARTNER</b> \$50,000
<b>CONFERENCES &amp; EVENTS</b>	<b>Full Conference registrations for AFP ICON</b>	15	10	5
	<b>Discount on booth space at AFP ICON</b>	20% Discount	15% Discount	10% Discount
	<b>Discount on sponsor packages</b>	20% Discount	15% Discount	10% Discount
	<b>Additional Priority Points for Booth Selection</b>	Twenty (20) additional Priority Points	Ten (10) additional Priority Points	Seven (7) additional Priority Points
	<b>Tickets to the AFP ICON attendees' party</b>	Ten (10) additional tickets	Four (4) additional tickets	Two (2) additional tickets
	<b>Attendee mailing list (name, title, company, location)</b>	✕	✕	✕
<b>METRICS</b>	<b>Analytics report for marketing campaigns and professional development deliverables</b>	Monthly	Quarterly	Bi-Annual
<b>MULTI-YEAR DISCOUNT</b>		15%	10%	5%
<b>INCLUDED BENEFITS VALUE</b>		\$50,000	\$37,500	\$25,000

Partner Levels & Core Benefits *Continued*

	<b>CORPORATE PARTNER</b> <i>Benefits (Scaled level of support)</i>	<b>VISIONARY PARTNER</b> \$25,000	<b>INDUSTRY SUPPORTER</b> \$10,000
<b>PARTNERSHIP ANNOUNCEMENTS &amp; BRANDING</b>	Partnership Announcements including Press Release	X	X
	Logo and description on AFP Partners page	X	X
	Branding through AFP website, social, events, publications	X	X
	Access to the AFP Partner Portal to track deliverables, contracts, and other information		
	Partner microsite on <i>afpglobal.org</i>		
<b>CHAPTER ENGAGEMENT</b>	Credit towards AFP Global partnership, based on support of AFP Chapters	50%, max. \$5,000	
<b>LEADERSHIP ENGAGEMENT</b>	AFP Associate Individual Membership	One (1)	
<b>CONFERENCES &amp; EVENTS (CHOOSE 1)</b>	AFP ICON Sponsorship Package (ask for more details)	Silver	Bronze
	AFP LEAD Sponsorship Package (ask for more details)		Program
<b>BRAND AWARENESS OPPORTUNITIES (CHOOSE 1)</b>	Professional Development		○
	Social Media		○
	Digital Advertising		○
	One (1) AFP Associate Individual Membership		○
<b>METRICS</b>		By Request	
<b>MULTI-YEAR DISCOUNT</b>		2%	
<b>INCLUDED BENEFITS VALUE</b>		\$12,500	

# Opportunities for Strategic Support

*We welcome custom partnerships to support initiatives including but not limited to:*



Through research, education and training, support, and spreading awareness, AFP is committed to the principles of inclusion, diversity, equity and access (IDEA) to create a fundraising profession that is not only diverse, but inclusive and equitable.



The AFP IDEA: Women's Impact Initiative was established in 2018 to provide skills and training so that fair and equitable salaries can be negotiated; to provide resources to create workplaces that are against harassment in all its forms; and develop mentoring programs, as well as research and other services, that can break barriers and create new opportunities for women in fundraising.



The AFP IDEA: Emerging Leaders Initiative seeks to prepare people new to the fundraising profession to take on leadership roles; raise awareness of service, community and impact among youths; prepare college students to move into the fundraising field; and educate senior professionals about the importance of mentoring.

## Scholarships



The backbone of the AFP Foundation for Philanthropy's mission, AFP and the AFP Foundation provide hundreds of scholarships every year for fundraisers – both AFP members and non-members – to help them elevate their professional skills through education, networking, leadership development, and more. Our scholarships serve young professionals, those who self-identify as diverse, those new to the profession, and all fundraisers who need these resources and opportunities.

## Professional Development



AFP offers a variety of professional development programs throughout the year—from webinars and videos to articles and resources—to help fundraisers learn and grow at every stage of their careers. Some offerings are subsidized or provided free of cost through the AFP Foundation for Philanthropy and/or through AFP's partners and sponsors.



# Deliverable Metrics



### Email Blasts

-  **Delivered: ~25,000**
-  **Opened: ~5,000 (25%)**
-  **Clicked: ~150 - 600 (1-3%)**

### Sponsored Content in AFP Daily

-  **Delivered: ~25,000**
-  **Opened: ~5,000 (25%)**
-  **Clicked: ~15**

### Banner Ads

*Normally AFP offers ad placement on the AFP Global website based on set Impression levels*

**Homepage Banner Ads:**  
**~25-30 clicks per month**

**Internal Ads:**  
**~20-25 clicks per month**

*(placed in dedicated multi-page "areas" of the site)*

### Social Media Audiences

-  **72,000+**
-  **33,000+**
-  **18,000+**

### Webinar Attendance

*(opportunity for data capture from attendees)*

- Sponsor-led:**  
**300-1000**
- AFP-led:**  
**100-200**



Sessions that are CFRE-eligible garner larger attendance numbers; typically 15-20% higher

### Event Attendance

- AFP ICON: 3,000 - 4,000**
- AFP LEAD: 500 - 600**





A comprehensive list of AFP's Existing Partners can be found at: [afpglobal.org/afppartners](http://afpglobal.org/afppartners)



## Next Steps

*Partner with AFP – the most impactful channel to reach fundraising decision-makers*

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