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.
About AFP

Experienced leaders with 60% at director level or above

26,000+ Members
48 Countries Represented
$100 Billion Money Raised Annually

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

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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 $50,000+
- Development 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 $25,000
- Development Partner $10,000
- Industry Supporter $5,000

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

<table>
<thead>
<tr>
<th>CORPORATE PARTNER Benefits (Scaled level of support)</th>
<th>STRATEGIC PARTNER $100,000</th>
<th>IMPACT PARTNER $50,000</th>
<th>DEVELOPMENT PARTNER $25,000</th>
</tr>
</thead>
</table>

**PARTNERSHIP ANNOUNCEMENTS & BRANDING**
- Partnership announcements: ✘ ✘ ✘
- Logo and description on AFP Partners page: ✘ ✘
- Branding through AFP website, social, events, publications: ✘ ✘
- Access to the AFP Partner Portal to track deliverables, contracts, and other information: ✘ ✘
- Partner microsite on afpglobal.org: ✘

**CHAPTER ENGAGEMENT**
- Credit towards AFP Global partnership, based on financial support of AFP Chapters:
  - 50% of total, max. $20,000: ✘
  - 50% of total, max. $10,000: ✘
  - 50% of total, max. $5,000: ✘
- Access to AFP Chapter contact and event list: ✘ ✘ ✘
- Featured Partner Spotlight in Chapter E-Newsletter (1x/year): ✘ ✘ ✘
- Featured Partner Spotlight in AFP channels (1x/year): ✘ ✘ ✘

**LEADERSHIP ENGAGEMENT**
- Opportunity for annual AFP member focus group: ✘ ✘ ✘
- Opportunity for annual market research survey: ✘ ✘
- Opportunity for sponsor AFP strategic initiatives: ✘ ✘
- Access to AFP survey and research data: ✘ ✘
- Access to AFP executive and volunteer leadership at AFP convenings: ✘ ✘

** сезон 2022-2023 **
- AFP Executive Circle Business Membership:
  - Two Associate individual memberships: ✘
  - One Associate individual memberships: ✘

**CONFERENCES & EVENTS**
- Full Conference registrations for AFP ICON: ✘ ✘ ✘
- Discount on booth space at AFP ICON: 20% Discount, 10% Discount, 5% Discount
- Discount on sponsor packages: 20% Discount, 10% Discount, 5% Discount
- Additional Priority Points for Booth Selection:
  - Ten (10) additional Priority Points: ✘
  - Seven (7) additional Priority Points: ✘
  - Three (3) additional Priority Points: ✘
- Tickets to the AFP ICON attendees’ party:
  - Six (6) additional tickets: ✘
  - Four (4) additional tickets: ✘
  - Two (2) additional tickets: ✘
- Attendee mailing list (name, title, company, location): ✘ ✘ ✘

**METRICS**
- Analytics report for marketing campaigns and professional development deliverables:
  - Monthly: ✘
  - Quarterly: ✘
  - Bi-annual analytics report only: ✘

**MULTI-YEAR DISCOUNT**
- 10% ✘
- 5% ✘
- 2% ✘

**INCLUDED BENEFITS VALUE**
- $50,000 ✘ ✘
- $25,000 ✘
- $12,500 ✘
### Opportunities for Strategic Support

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

**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.

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### Partner Levels & Core Benefits

<table>
<thead>
<tr>
<th>Benefits (Scaled level of support)</th>
<th>CORPORATE PARTNER</th>
<th>INDUSTRY SUPPORTER*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership Announcements</td>
<td>×</td>
<td>$10,000</td>
</tr>
<tr>
<td>Logo and description on AFP Partners page</td>
<td>×</td>
<td></td>
</tr>
<tr>
<td>Branding through AFP website, social, events, publications</td>
<td>×</td>
<td></td>
</tr>
<tr>
<td>Access to the AFP Partner Portal to track deliverables, contracts, and other information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chapter Engagement</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Leadership Engagement</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Conferences &amp; Events (Choose 1)</td>
<td>AFP ICON Bronze Sponsorship</td>
<td></td>
</tr>
<tr>
<td>Brand Awareness Opportunities (Choose 1)</td>
<td>AFP LEAD Program Sponsorship</td>
<td></td>
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<tr>
<td>Professional Development</td>
<td>Social</td>
<td></td>
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<td></td>
<td>Advertising</td>
<td></td>
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<tr>
<td></td>
<td>One [1] AFP Associate Individual Membership</td>
<td></td>
</tr>
<tr>
<td>Metrics</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Multi-Year Discount</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Included Benefits Value</td>
<td>$15,000</td>
<td></td>
</tr>
</tbody>
</table>

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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.
AFP and its partners work together to support ethical and effective fundraising.

Program Metrics

**Webinar Attendance**
- 72,000+

**Social Media Audiences**
- 33,000+
- 18,000+

**Event Attendance**
- 500 - 600

**AFP ICON:**
- 3,000 - 4,000

Sponsor-led:
- 300-1000

AFP-led:
- 100-200

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

**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)
A comprehensive list of AFP’s Existing Partners can be found at: afpglobal.org/afppartners

Next Steps

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

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