







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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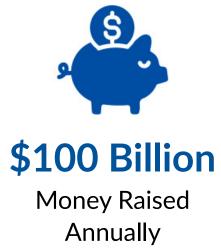




26,000+Members



48
Countries
Represented



Experienced leaders with 60% at director level or above





Representing Key Sectors

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



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

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

Association of Fundralising Professionals	CORPORATE PARTNER Benefits (Scaled level of support)	STRATEGIC PARTNER \$100,000	IMPACT PARTNER \$50,000	DEVELOPMENT PARTNER \$25,000
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	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	×	×	×
ENGAGEMENT	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	×	X *	
	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	×		
	AFP Executive Circle Business Membership	Two Associate individual memberships	One Associate individual memberships	One Associate individual memberships

Partner Levels & Core Benefits continued

Association of Fundraling Professionals	CORPORATE PARTNER Benefits (Scaled level of support)	STRATEGIC PARTNER \$100,000	IMPACT PARTNER \$50,000	DEVELOPMENT PARTNER \$25,000
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

Partner Levels & Core Benefits Continued

Association of Program Program	CORPORATE PARTNER Benefits (Scaled level of support)	INDUSTRY SUPPORTER* \$10,000			
	Partnership Announcements	×			
	Logo and description on AFP Partners page				
PARTNERSHIP ANNOUNCEMENTS &	Branding through AFP website, social, events, publications	×			
BRANDING	Access to the AFP Partner Portal to track deliverables, contracts, and other information				
	Partner microsite on afpglobal.org				
CHAPTER ENGAGEMENT	N/A				
LEADERSHIP ENGAGEMENT	N/A				
CONFERENCES & EVENTS	AFP ICON Bronze Sponsorship				
(CHOOSE 1)	AFP LEAD Program Sponsorship				
	Professional Development				
BRAND AWARENESS	Social				
OPPORTUNITIES (CHOOSE 1)	Advertising				
	One (1) AFP Associate Individual Membership				
METRICS	N/A				
MULTI-YEAR DISCOUNT	N/A				
INCLUDED BENEFITS VALUE	YALUE \$15,000				

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

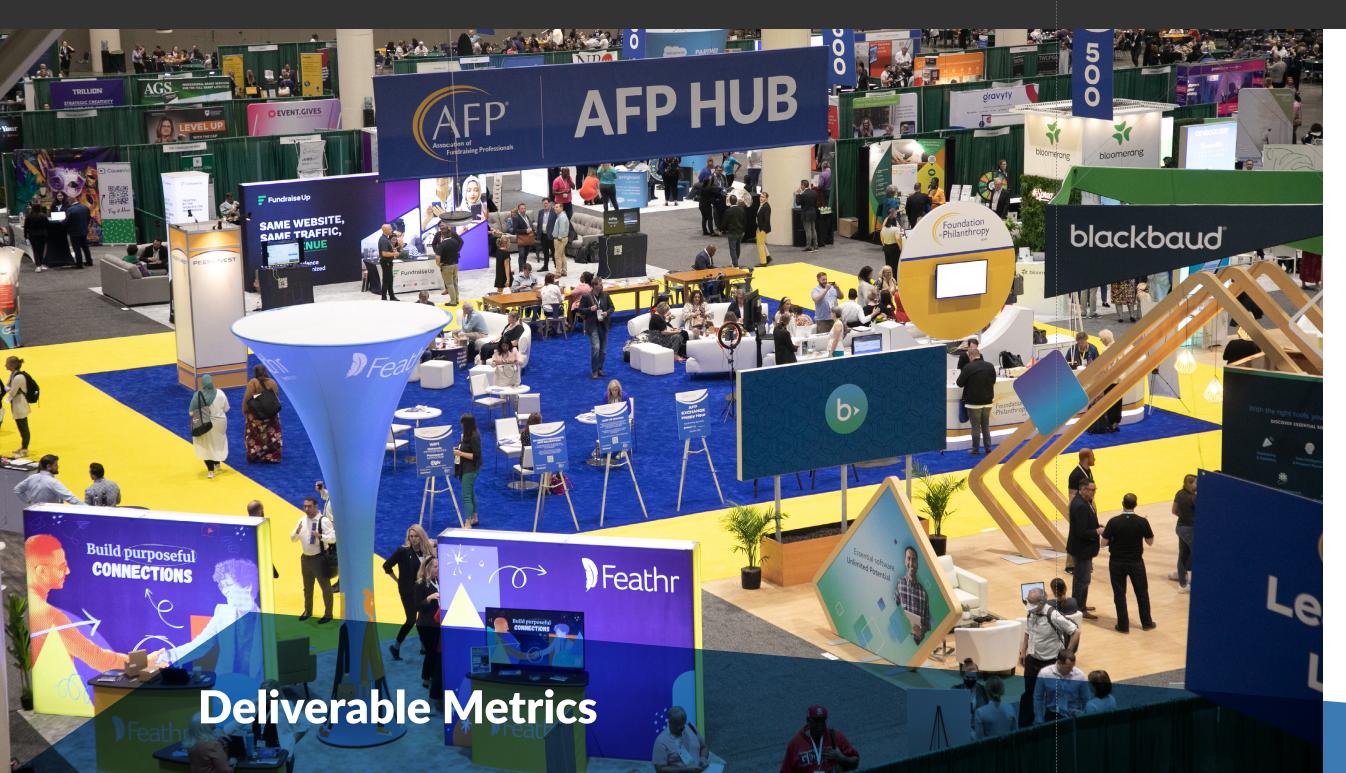
The backbone of the AFP Foundation for Philanthropy's mission, AFP and the AFP Foundation provide hundreds of scholarships every year for fundraisers —

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.



Email Blasts

○ Delivered: ~25,000

(f) Opened: ~5,000 (25%)

Clicked: ~150 - 600 (1-3%)

Sponsored Content in AFP Daily

Delivered: ~25,000

6 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

in 72,000+ **f** 33,000+





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





Next Steps

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

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