

**AFP Foundation for Philanthropy BE the CAUSE Orientation**

**February 24, 2022**

**Allison McElroy, CFRE's**

**AFP AR, Northwest Chapter**

**BE the CAUSE Action Calendar**

January

Celebration at the meeting. Door prizes. Unique door prizes. Power point. Giving levels. Social media. Send acknowledgment emails. Handwritten cards to over \$100.

- Unique door prize idea: We ask our VIP fundraising leaders who are members of our chapter and in our area if they would give a one hour zoom to let the winner ask questions and have the chance to meet them. I gave 2 of these away.

February

Thank and recognize. Post on chapter social media.

March

Push the 100% Board Participation for the chapter goal. Remind the board we need them to save some to give during the matching opportunities.

April

ICON Blackbaud Match

May

ICON Blackbaud match

June

Quiet - I usually send some touch point messages these quiet months. Mention/promote monthly giving.

July

Quiet / appreciation

August

Quiet / appreciation

September

Sort of a kick off! Announce we would like to reach the goal by Halloween. Again, mention monthly giving. List all the donors as of that date and add ... "if your name isn't on this list and you made your gift, please let me know ASAP."

October

Push the AFP Lead matching opportunity. Remind them we are trying to reach the goal by Halloween.

November/December

Wrap up/follow up/email the whole membership and tell them we made the goal. List all of the donors in the email as a thank you and add ... "if your name isn't on this list and you made your gift, please let me know ASAP."