

## SOLICITATION EMAIL TEMPLATE - BE the CAUSE CAMPAIGN

*Use this template mid-year for solicitation emails to be sent to your chapter's members. Please be sure to add highlights of chapter programs for 2020. You are welcome to edit AFP Foundation for Philanthropy copy to fit your chapter's needs and campaign strategies.*

---

Dear PREFERRED SALUTATION,

Each and every day, the important work you do demonstrates that you are a leader in effecting change in our community, making it a much better place for all of us. These three words—**Empower, Strengthen, Transform**—describe WHAT you do as a fundraiser and WHY you do it.

When you give to the **BE the CAUSE Campaign**, benefiting both our chapter and the AFP Foundation for Philanthropy, you are investing in the future of our profession and advancing philanthropy for the greater good.

The **BE the CAUSE Campaign**, with several other sources of funding, supports Professional Development Grants, known as the Chamberlain Scholarship Program. These grants are provided to first-time attendees at the AFP International Conference on Fundraising. The conference provides an opportunity for nonprofit professionals to develop their knowledge and skills in fundraising, while exchanging ideas with colleagues around the world.

(Insert a message from your chapters Chamberlain Scholar this past year)

Your investment in the AFP Foundation for Philanthropy will help support local, national, and international program.

- **Diversity & Inclusion** – Is a pillar of the AFP Strategic Plan, scholarships for people from diverse communities is a priority for the Foundation.
- **Professional Development** - Professional development scholarships provide fundraisers and nonprofit leaders with education, training, and leadership development opportunities.
- **Research** – provides an increased knowledge of fundraising, philanthropy, and social innovation, and includes the Growth in Giving Initiative

In 2021, the {INSERT AFP CHAPTER NAME} will...  
INSERT KEY CHAPTER PROGRAMS

I hope you are inspired by (Chamberlain Scholar's) story and will make your gift today. You can go online to <https://afpglobal.org/donate> or return the enclosed response card.

Thank you for all you do in support of your colleagues, your local chapter, and the AFP Foundation. BE the CAUSE reflects your commitment to and passion for our rewarding profession. Together we are creating societal impact.

If you would like more information, please visit <https://afpglobal.org/be-cause-campaign> or contact me with questions at XXXXXXX@XXXXX.org or XXX-XXXX. If I do not know the answer, I will be sure to get it. Thank you!  
{INSERT EMAIL SIGNATURE}