

BE THE CAUSE CAMPAIGN
TALKING POINTS FOR CHAPTER MEETINGS & EVENTS –

NOTE: this is NOT intended to be a script that is read from start to finish, but rather a variety of talking points to help you promote the BE the CAUSE campaign at meetings and events throughout the year. There are indicated places where you can include information that is specific to your chapter.

1. BE the CAUSE is the cooperative, annual fund campaign of the AFP Foundation for Philanthropy and our chapter.
2. Thank you for your past gifts and thank you to those that will be supporting BE the CAUSE this year. You are the best of the best; fundraisers who are also philanthropists.
3. Your investment in the AFP Foundation for Philanthropy will help support local, national and international programs:
 - a. Diversity & Inclusion
 - Diversity scholarships to the AFP International Fundraising Conference are a priority for the Foundation.
 - b. Professional Development
 - Scholarships provide fundraisers and nonprofit leaders with education, training, and leadership development opportunities.
 - c. Research
 - Research that increases knowledge of fundraising, philanthropy, and social innovation includes the Growth in Giving Initiative.
4. A portion of every donation you make to BE the CAUSE comes back to our chapter to support important chapter programs like: *Insert customized, local information here.*
5. There are several ways to give to the annual fund:
 - One-Time Gift: donate online: <https://afpglobal.org/be-cause-campaign>, mail a check, call with a credit card or transfer stock
 - Monthly Giving: Make a recurring gift and become a member of the Alpha Society

- Pledge: Make a pledge with a specified payment schedule

6. Impact in 2020 because of you:

Nationally, your gift supported...

- \$84,343 in support back to 134 local chapters
- Scholarships
 - AFP International Fundraising Conference (Virtual in 2020)
 - 59 Chamberlain Scholars (first-time conference attendees)
 - 5 Diverse Communities Scholars
 - 5 Collegiate Scholarships
 - ICON Summer Sessions
 - 53 scholarships to those professionally affected by COVID-19 and young professionals
 - AFP LEAD
 - 64 Leadership Scholars
 - Educational support