

Be the Cause: Campaign Overview for the year & National Philanthropy Day Ask  
Michel'le Cathey, AFP SC Lowcountry Foundation Chair

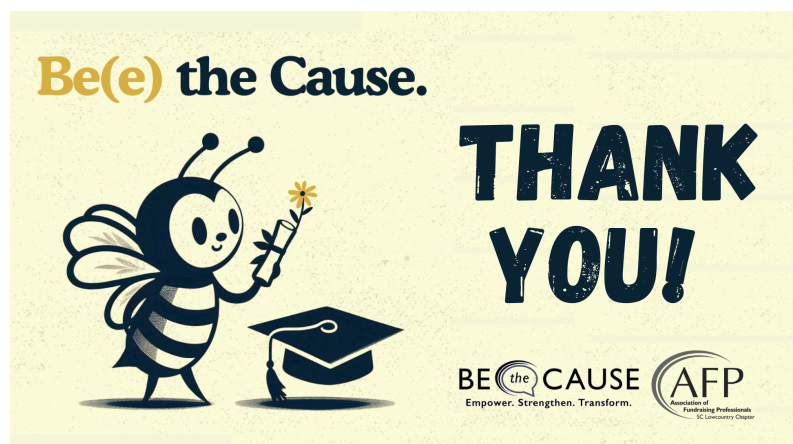
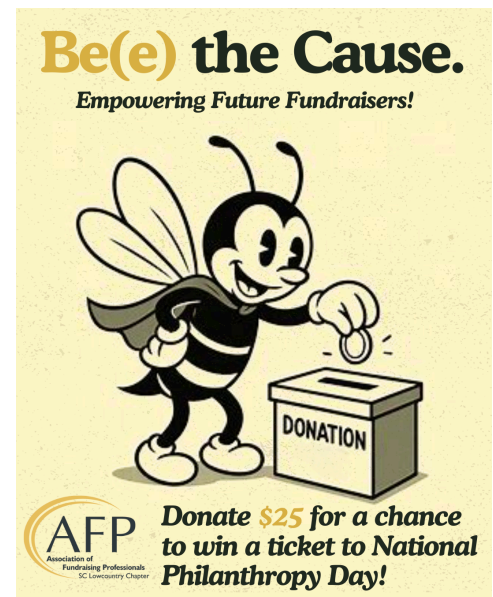
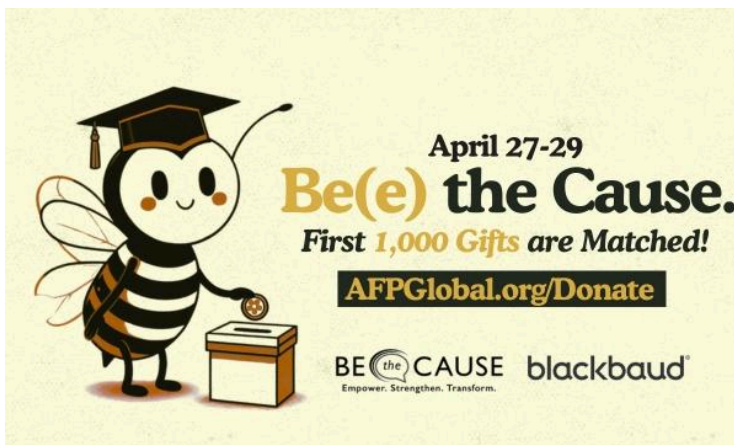
1. *Create & Implement the 'Bee The Cause' Campaign throughout the entire year*

- a. All social posts were themed 'Bee the Cause'
- b. All email solicitations were accompanied by 'Bee the Cause' imagery & had a 'Bee' theme in the ask which made it fun, interactive and memorable
- c. Focused on board giving during the first Match (Blackbaud in April)
- d. Pushed out 'a donation for a chance to win a ticket to NPD' in between the matches
- e. Focused on membership giving during the second Match (Hilt/Hazen in October)

2. *For NPD:*


- a. Prepare slides for the presentation (See below)
- b. Prepare table tents for the tables with a QR Code (See Below)
- c. Incorporated the theme into my outfit (optional, I wore bee antenna's & wings)
- d. Created a speech to align with the ask (see below)
- e. Asked a few members to raise their hands to give during the first ask of \$100 (This was Bryan Adams idea, VP of the SC Lowcountry Chapter)

Sample Social Media Posts Below:



National Philanthropy Day Presentation Slides:

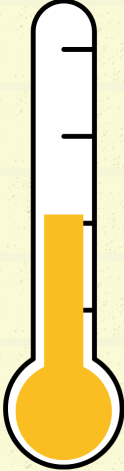
**Be(e) the Cause.**



**Help Pollinate the Minds of Future Fundraisers**

**BE the CAUSE**  
Empower. Strengthen. Transform.

**AFP**  
Association of Fundraising Professionals  
SC Lunenburg Chapter



**2025 CHAPTER GOAL**  
**\$3,400**

**TONIGHT'S GOAL**  
**\$1,500**

**\$100 | 5 DONORS**  
**\$50 | 10 DONORS**  
**\$25 | 20 DONORS**

**TEXT AFP TO**  
**571-749-2699**

**YOUR GIFT SUPPORTS:**

**TEXT AFP TO**  
**571-749-2699**

- **Career Growth Opportunities** | Membership & Conference Scholarships
- **Mentoring Programs** | Affinity Groups & Member Socials
- **Education Programs** | Ethical Governance, CFREs, Psychology of a Fundraiser
- **Accessibility** | FREE programming, resources & assistance
- **Inclusion** | Creating a community to facilitate dialogue between different voices



**THANK YOU!\***

**BE the CAUSE**  
Empower. Strengthen. Transform.

**AFP**  
Association of Fundraising Professionals  
SC Lunenburg Chapter

- Amy Meola
- Jeni Becker
- Ratri Lertluksamipun
- Bates Childress
- Karent Petrucelli
- Rebecca Lunceford
- Becky Dornisch
- Luanne Rodgers
- Sandy Morckel
- Brett Wadford
- Marco Corona
- Selynne Ancheta
- Bryan Adams
- Megan Williams
- Taryn Mason
- Chris Winn
- Michel'le Cathey
- Victoria Blunt
- Elijah Melendez
- Nancy Appel
- Will Howell
- Erin Hall
- Natassia Donohue
- Jenalyn Walton
- Peg Lahmeyer

\*Donors as of 11/4/25

*\*All marketing was designed in partnership with Will Howell, Marketing Chair for the SC Lowcountry Chapter Board member.*

## **Be the Cause Ask: Speech for National Philanthropy Day**

Thank you all so much for joining us tonight.

My name is Michel'le Cathey and I am so excited to be here tonight to represent the foundation as the BEE the Cause chair. My associate to my side is Bryan Adams. We serve on the Board of Directors of our local chapter alongside many incredible leaders in the audience tonight.

What an exciting night it is to honor these individuals, businesses and organizations that do such impactful work in our community. Speaking of impact, I want to tell you more about the Be the Cause Foundation.

Be the Cause Foundation helps raise awareness and funds for AFP Globally but also for our local chapter. Be the Cause is an important part of AFP's mission to strengthen, empower and transform.

We strengthen the relationships between:

Donors & Organizations

Volunteers & Organizations

Nonprofit leaders and fundraisers in the community

We transform through:

Advocacy Work

Educational Programming

Career Growth Opportunities

We empower future fundraisers, nonprofit leaders and community members to be a part of something bigger:

Join us for membership socials to meet new people and deepen connections

Join our affinity groups to learn something new about annual giving or be a sounding board for career advice

Empower nonprofit professionals to take the next steps in their career

I am a product of someone who was unsure that fundraising was what I wanted to do. Especially after I suffered a big loss in 2019. What I didn't expect was that 2019 would be a transformational year in my career. I was able to be connected with a mentor that really helped me dive deeper into this work. She encouraged me to join groups and organizations like AFP. I was in search of answers about what I wanted to do with my life and while in search of those answers, I found a community that was able to help me in ways that I could not have imagined. I accredit her for helping me through that loss through friendship and mentorship.

I wouldn't be able to do what I do today without the things I learned from her and organizations like AFP. I have been incredibly fortunate to be able to work for nonprofits that have had the budgets to invest in my career growth by paying for my memberships and for me to attend conferences. Not all individuals and organizations have that ability.

So that's where the Be the Cause Foundation comes in. We ask you today to help fundraisers like me that may be early in their career and need advice on next steps, or for the professional looking for community, or a nonprofit leader that's working with a small budget but needs access to learning opportunities.

A portion of every dollar donated to the Be the Cause foundation comes back to our local chapter for us to be able to provide scholarships for conferences and memberships, to be able to provide access to quality educational programming and to be able to provide resources to our fellow nonprofit leaders in the community.

Our goal tonight is to raise \$1,500. We need your help with this work.

There are many fundraising and nonprofit leaders in this community doing impactful work. AFP is about supporting the individuals so that they can be the best leaders they can be and continue to make an impact in the Lowcountry, across the state and throughout the country.

If you donate tonight, please raise your hand. I will 'buzz' over to you to thank you. You are a part of blossoming our community by supporting future nonprofit leaders and future fundraisers in this community.

We can't thank you enough for your support. So do I have my first donation of \$100?