

AFP Canada and our members hold a special place within the worldwide philanthropic landscape. While as Canadians we share many attributes similar to other world citizens, still we have a distinct voice and strongly embrace the values, beliefs, history and biases that make us unique. At the core, we are stewards of those who wish to make our communities greater and are fierce agents of the organizations that bring about the good that we want to see and be in the world.

## MEMBER VALUE MATRIX

	Young Professionals	New Professionals	Experienced Professionals	Employers	Donors
Assure donors and colleagues that your work meets or exceeds <b>AFP CODE OF ETHICAL PRINCIPLES AND STANDARDS</b> - the fundraising profession's highest standard of conduct in the world	✓	✓	✓	✓	✓
Gain trust and respect from donors by reminding them that you support the key role that they play in your organization and Canadian civil society as set out in AFP's <b>THE DONOR BILL OF RIGHTS</b>	✓	✓	✓	✓	✓
Have a wealth of practical and theoretical knowledge and resources relevant to Canada, easily accessible to you 24/7 on <b>AFPGLOBAL.ORG</b> when you need it to help you and your fundraising team	✓	✓	✓	✓	
Gain valuable information from the <b>AFP RESOURCE CENTRE</b> to find answers to your pressing fundraising questions from experienced colleagues around the world and at home on issues big and small	✓	✓	✓	✓	
Embark on a journey of higher learning, understanding and involvement in the noble profession of fundraising and gain career advancement after earning your prestigious <b>CFRE CERTIFICATION</b>	✓		✓	✓	
Keep current on the ever changing Canadian laws, rules and regulations that have an impact on your job, your donors and your community through <b>GOVERNMENT RELATIONS AND PUBLIC POLICY</b>	✓	✓	✓	✓	✓
Have access to the latest career information at your fingertips, get motivated and advance your career to the next level in Canada or abroad via <b>AFP CAREER INFORMATION</b>	✓	✓	✓	✓	
Obtain valuable <b>INFORMATION</b> on the latest ideas and fundraising trends from around the world affecting your daily, professional life in Canada	✓	✓	✓	✓	
Unlock an expanding list of discounts, special rates, and insider facts, figures and fixes that all come as a benefit to you with your <b>AFP MEMBERSHIP</b>	✓	✓	✓	✓	
Explore your personal and professional interests, passions and options by connecting with expert practitioners through <b>NETWORKING</b> and <b>MENTOR IDENTIFICATION</b>	✓	✓	✓		
Advance your career and gain leadership skills and talents at seminars, conferences, webinars and other international, national and local educational opportunities by volunteering and engaging in <b>PROFESSIONAL DEVELOPMENT</b> at home and abroad	✓	✓	✓	✓	
Discover the latest, trend-setting and world-class <b>RESEARCH</b> from Canada and around the globe that directly applies to your career, employer and donors	✓	✓	✓	✓	✓