**EVERY MEMBER 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 EVERY MEMBER CAMPAIGN at meetings and events throughout the year. There are indicated places where you can include information that is specific to your chapter.*

1. The Every Member Campaign is the cooperative, annual fund campaign of the AFP Foundation for Philanthropy- Canada and our chapter.
2. Thank you for your past gifts and thank you to those that will be supporting Every Member Campaign 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:
   1. Diversity & Inclusion

* Diversity scholarships to the AFP International Fundraising Conference are a priority for the Foundation.
  1. Professional Development
* Scholarships provide fundraisers and nonprofit leaders with education, training, and leadership development opportunities.
  1. Research
* Research that increases knowledge of fundraising, philanthropy, and social innovation, such as the *What Canadian Donors Want Survey.*

1. A portion of every donation you make to the Every Member Campaign comes back to our chapter to support important chapter programs like: *Insert customized, local information here*.

1. There are several ways to give to the annual fund:

* One-Time Gift: donate online: <https://afpglobal.org/how-give-afp-foundation-philanthropy-canada> , mail a cheque, call with a credit card 1-800-796-7373
* Monthly Giving: Make a recurring gift and become a member of the Alpha Society <https://afpglobal.org/how-give-afp-foundation-philanthropy-canada>
* Pledge: Make a pledge with a specified payment schedule

1. Impact because of you:

Nationally, your gift supported…

* Provide $15,000 in scholarships to fundraisers from across Canada
* Produce the “What Canadian Donors Want” research and offer the results through a complimentary webinar.
* Support bringing the “Fundraising Effectiveness Project” to Canada.
* Translate important resources like the “Fundamentals of Fundraising” curriculum.
* Provide grants to local communities through the AFP Chapters for education, scholarship, and National Philanthropy Day programs.