



Every Member Campaign – Sample Annual Chapter Plan

January

- Kick-off the calendar year by emailing all members with an initial ask to give and an overview of the Every Member Campaign (sample is included in the EMC Toolkit)

February

- Set annual fundraising goal with AFP Foundation for Philanthropy staff
- Implement a Board thank you calling campaign

March

- Send a solicitation email to Chapter members (sample is included in the EMC Toolkit)
- AFP Foundation to run spring telefunding campaign
- Participate in the Spring Every Member Campaign orientation

April

- Submit your Grant Back application
- Promote the AFP ICON matching program to your chapter members

May

- Board solicitation campaign to achieve 100% participation
- Thank donors with a testimonial of a recent scholarship recipient

June

- Send a stewardship email to your Chapter donors outlining how you used your chapter grant back
- Send a mid-year update to all members with progress to the annual fundraising goal

September

- AFP Foundation to run fall telefunding campaign
- Participate in the Fall Every Member Campaign orientation

October

- Thank donors with a testimonial of a recent scholarship recipient

November

- Send a Giving Tuesday solicitation (sample is included in the EMC Toolkit)
- Run a match challenge coinciding with National Philanthropy Day

December

- Send a holiday/end-of-year solicitation (sample is included in the EMC toolkit)
- Send a thank you card or thank you email to wrap-up the year