



## MEMBER VALUE MATRIX

	Young Professionals	New Professionals	Experienced Professionals	Employers	Donors
Learn valuable information from AFP's incredible <a href="#">RESOURCES</a> and 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 advance your career after earning your prestigious <a href="#">CFRE CERTIFICATION</a> and <a href="#">ACFRE CERTIFICATION</a>	✓		✓	✓	
Keep current on the ever changing Canadian laws, rules and regulations that have an impact on your job, your donors and your community through <a href="#">GOVERNMENT RELATIONS AND PUBLIC POLICY</a>	✓	✓	✓	✓	✓
Access the latest career information at your fingertips, get motivated and advance your career to the next level in Canada or abroad via <a href="#">AFP CAREER CENTRE</a> and <a href="#">AFP360°</a> , an online career builder	✓	✓	✓	✓	
Unlock an expanding list of <a href="#">DISCOUNTS, SPECIAL RATES</a> and <a href="#">INSIDER FACTS, FIGURES</a> and <a href="#">FIXES</a> that all come as a benefit to you with your AFP membership	✓	✓	✓	✓	
Explore your personal and professional interests, passions and options by connecting with expert practitioners through <a href="#">NETWORKING, MENTOR IDENTIFICATION</a> , and <a href="#">AFP CONNECT</a> , AFP's acclaimed online forum	✓	✓	✓		
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 <a href="#">PROFESSIONAL DEVELOPMENT</a> at home and abroad	✓	✓	✓	✓	
Discover the latest, trend-setting and world-class <a href="#">RESEARCH</a> from Canada and around the globe that directly applies to your career, employer and donors, available to you through AFP's flagship magazine, <i>Advancing Philanthropy</i> , and on <a href="#">afpglobal.org</a>	✓	✓	✓	✓	✓
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 <a href="#">THE DONOR BILL OF RIGHTS</a>	✓	✓	✓	✓	✓
Assure donors and colleagues that your work meets or exceeds the <a href="#">AFP CODE OF ETHICAL PRINCIPLES AND STANDARDS</a> , the fundraising profession's highest standard of conduct in the world	✓	✓	✓	✓	✓