

Dear Doug,

You may have received a letter or call from AFP International over the summer about the **BE the CAUSE campaign**. I am pleased to report our chapter has raised 50% of its goal for this national drive since the summer, and wanted to share with you why I believe the campaign is so important to us, our association, and our profession.

The AFP Foundation for Philanthropy has a unique role in educating us, investing in developing greater understanding of our sector and creating a more inclusive future for our profession. The **annual compensation and benefits survey**, which allows members to understand trends and negotiate more effectively, **is made available to all members free of charge due to underwriting from the foundation**. AFP's **Fundraising Effectiveness Project and Donor Retention reports**, which provide detailed statistics regarding fundraising trends and allow members to benchmark their own organization's performance in attracting total contributions as well as retaining donors, **are provided free of charge... you guessed it... due to the support of the foundation**. That's just three of the important research projects readily made available to support all members because of our collective contributions, not to mention all the **scholarships for our members made available** through foundation support!

To do our part for the national BE the CAUSE campaign and continue all the benefits made available through the AFP Foundation for Philanthropy, we have another \$2,000 to go. While my term as President of our wonderful chapter comes to an end on December 8th, I am confident we can keep the momentum going. As my own show of support and faith in what we can do together, **for every additional dollar up to the next \$1,000 you and our fellow colleagues contribute between now and December 7th, I will match it dollar-for-dollar. Working together, we will achieve our goal, and retire yet another successful campaign for a worthwhile cause... our future.**

You are amazing, and you are making incredible things happen to improve the quality of life in our region and state! We are a proud and important part of an equally incredible association that is impacting our nation, continent, and world across over 234 chapters and 33,000 members! Let's meet our goal, and do our part to continue creating the tools needed to advance philanthropy in our community and well beyond!

If you choose to give online, please feel free to visit www.afpfoundation.org, and designate your gift for the 2016 BE the CAUSE campaign. If you prefer to give by check, please designate in the memo "**2016 BE the CAUSE, AFP-SEWI**," and feel free to mail it to the foundation at 4300 Wilson Boulevard, Suite 300, Arlington, VA 22203.

Thanks in advance for considering this request, and contributing toward our goal! Thanks even more for the countless ways in which you are making a positive difference every day! We are blessed to count you among our membership and profession!

Warmly,



William Martin, President
AFP-Southeastern Wisconsin Board of Directors

what great fortune to have your time and talent benefiting the chapter! I very much appreciate all you've done for us, and hope you will join us in making this year's campaign a great success!

Mailing costs covered privately.

Dear Amy,

You may have received a letter or call from AFP International over the summer about the **BE the CAUSE campaign**. I am pleased to report our chapter has raised 50% of its goal for this national drive since the summer, and wanted to share with you why I believe the campaign is so important to us, our association, and our profession.

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Warmly,

William Martin, President
AFP-Southeastern Wisconsin Board of Directors

Thank you so much for all your contributions to this chapter and previous campaigns! You are awesome, and we are grateful to have your support! I hope you'll join us in making this year's campaign a success!

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October 2016

Dear Debra,

You may have received a letter or call from AFP International over the summer about the **BE the CAUSE campaign**. I am pleased to report our chapter has raised 50% of its goal for this national drive since the summer, and wanted to share with you why I believe the campaign is so important to us, our association, and our profession.

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Warmly,


William Martin, President
AFP-Southeastern Wisconsin Board of Directors

Thanks so much for your generous support of previous campaigns! I hope you will join us in making this year's campaign a great success!

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