

Association of Fundraising Professionals Fact Sheet



The Association of Fundraising Professionals (afpglobal.org) is the professional association of individuals and organizations that generate philanthropic support for a wide variety of charitable organizations. Founded in 1960, AFP advances philanthropy through its 27,000+ members in more than 180 professional chapters around the world.

AFP's individual and organizational members raise more than \$115 billion annually.

So that it can promote stewardship, donor trust and effective and ethical fundraising, AFP:

- Requires members to comply with a ***Code of Ethical Principles and Standards*** that is designed to provide concrete guidelines for fundraising professionals in philanthropic organizations and is the only enforced code in the profession.
- Is dedicated to ensuring that **anyone entering the profession—regardless of any factor or characteristic—will be treated fairly and respectfully and will have opportunities to find success in fundraising, however they define it.** AFP addresses inclusion, diversity, equity and access (IDEA) in the profession through its IDEA programs.
- Provides educational programs about fundraising, including the annual **International Conference on Fundraising (AFP ICON)**, the world's largest event for fundraising professionals.
- Offers **career and leadership development programming** for all fundraisers through its Career Center, collaborations with **Korn Ferry and the American Association of University Women**, and **AFP LEAD**, the fundraising profession's conference on leadership and management.
- Encourages **research on fundraising and philanthropy**, including the **Fundraising Effectiveness Project**, which looks at how charities can be more efficient in their revenue generation; and the annual **Compensation and Benefits Report**.
- Encourages networking and the development of mentors in the profession through the association's **mentorship programs**; **AFP Connect** (an online forum for members to ask questions and connect with colleagues around the world); and **online affinity groups**.
- Raises public awareness and interest in philanthropy through programs such as **National Philanthropy Day®** (recognized in the U.S. and Canada by federal government) and **supporting legislation and regulations** that encourage philanthropic giving and ethical fundraising.
- Is an original founder of and current participating organization in a worldwide certification program through **Certified Fund Raising Executive (CFRE)** International. AFP also provides the **Advanced Certified Fundraising Executive (ACFRE)** credential for senior professionals.

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Services to Members



- **AFP ICON** (afpicon.com) annually draws 3,500+ fundraisers from around the world and provides the ultimate educational and networking opportunity through workshops, leadership forums, round tables, plenary sessions and social events. The 2024 conference will be in Toronto, April 7-9.
- **AFP LEAD** (afplead.com) is the fundraising community's leadership conference, gathering 500+ annually. The 2023 event will take place in Philadelphia, Oct. 19-21.
- **AFP Publications:** AFP Daily, a daily email newsletter, provides fundraising news and guidance; Advancing Philanthropy, a quarterly magazine, provides practical fundraising advice and information; and Public Policy Updates, provide up-to-date information on government issues.
- **Educational Programming:** Just a few of the educational and training opportunities fundraisers can take through AFP include: 26 premium paid webinars and 20+ complimentary webinars each year; the all-new week-long AFP Leadership Institute; the AFP Fundamentals of Fundraising Course; CFRE Refresher Course; Donor Retention Course; Micro-Learning Videos and eCourses.
- **IDEA (Inclusion, Diversity, Equity, Access)** programs designed to ensure that everyone in the profession—regardless of any characteristic or demographic—can find success in the profession. Specific programs include the Emerging Leaders Initiative and Women's Impact Initiative, featuring ground-breaking research on sexual harassment in fundraising and the salary gender gap.
- **AFP Career Center** (careers.afpglobal.org) features job listings and helpful tools to connect qualified fundraisers with impactful positions in our sector.
- **AFP Connect** (community.afpglobal.org) is the fundraising community's award-winning online forum. Members can ask questions of their colleagues, provide their own advice and expertise, and reach out to fundraisers around the world. AFP Connect was recently named the *2023 Super Forum Community of the Year*.
- **AFP 360°** (afp360.org), powered by Korn Ferry Advance, provides a variety of leadership and career-building services, including skills assessment, resume review, career insights and more.
- **Negotiation Training Workshops**, provided in conjunction with the American Association of University Women, offer guidance on tough conversations with donors, colleagues and others.
- **National Philanthropy Day®** (Nov. 15) celebrates the extraordinary contributions of philanthropy and all the individuals who work in the philanthropic world. More than 100 National Philanthropy Day® (NPD) celebrations, involving over 50,000 people, are scheduled every year.
- **Chapter programming**, including seminars, networking events, newsletters and a host of other opportunities to learn and share fundraising expertise at the local level.