



# Association of Fundraising Professionals



Since 1960, members of the Association of Fundraising Professionals (AFP) around the world have had a large impact on society. They have raised more than \$1 trillion to benefit charities and nonprofits, hospitals, universities, museums and more. Become part of AFP today!

**Did you know that more than one-third of all charitable giving in North America is from the combined efforts of AFP members?** In addition, millions more are raised from members worldwide. AFP is the only professional association that represents the entire fundraising profession across industries, builds capacity, promotes ethics, advances careers, provides leadership opportunities, and connects leaders of the philanthropic community—and our numbers are growing—**JOIN TODAY!**

AFP offers the best networking opportunities, an unwavering commitment to the highest ethical standards and the most exciting educational, career and professional advancement opportunities. AFP members can explore leadership opportunities at the local, national, and international levels; connect with and learn from others; and attend meetings and educational programs, networking opportunities or large-setting educational sessions at meetings and conferences. Did you know that more than 3,500 people attend the AFP ICON, AFP's international conference on fundraising, every year?

AFP also works to promote the importance of charity, giving and philanthropy on a global basis and regularly meets with legislators working with corporate social responsibility (CSR) professionals and others to increase giving, implement change, and identify new ways to help our members and their organizations achieve greater impact. AFP members work in all sectors—health, education, social services, the environment and arts, to name just a few—and are involved in every aspect of fundraising. AFP is dedicated to ensuring that members have the necessary skills, knowledge and resources to get the job done.

AFP's more than 240 chapters around the world provide local resources including networking and collaborations, educational programs, leadership and board governance, publications, research, and career advancement opportunities. Your experience in AFP is augmented by the many programs, products and services made possible through an AFP Global membership.

## AFP's Code of Ethical Principles and Standards

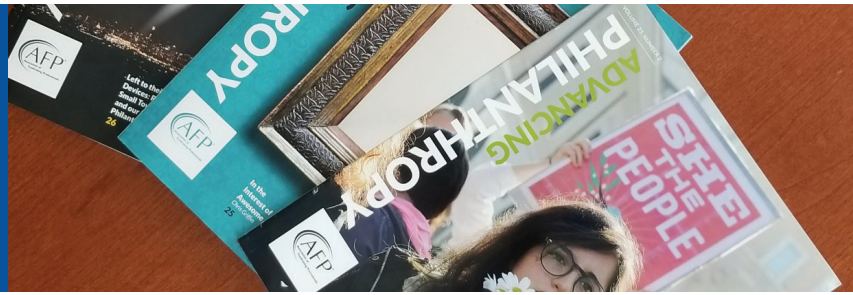
AFP members adhere to the strongest enforced code of ethics and standards of practice in the profession. The *AFP Code of Ethical Principles and Standards* defines the ethical values and practice standards that AFP members embrace and strive to uphold in their responsibilities for generating philanthropic support. Only through a strong dedication to ethical fundraising can the profession ensure public trust and confidence in the organizations that donors support.

## A Donor Bill of Rights

To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, AFP along with the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute created *A Donor Bill of Rights*.



# Resources



## Publications (print and digital)

### *Advancing Philanthropy Magazine*

AFP's award-winning magazine examines issues facing fundraisers and the philanthropic process through interviews, how-to articles and studies and research that affect the nonprofit sector. With feature stories, expert writers and researchers and high-impact articles, many members say, "This is the only magazine I read cover to cover!" This free member benefit is available in both print and digital format.

### *AFP Daily and AFP Weekly*

AFP members gain access to regular electronic communications, *AFP Daily* and *AFP Weekly*, which contain breaking news, trends, research and information of interest to the fundraising and development community. With highlights from fundraising's best resources and messages from leaders in the philanthropic community, they are must-reads!

### *AFP Ready Reference Series*

AFP recently updated a number of essential resource titles through our *Ready Reference Series*. *The Ready Reference Series* is a valuable resource of easy-to-read downloadable publications on topics related to the fundraising profession and the philanthropic community. The PDF series is available free to all AFP members.

### AFP's website

Visit [afpglobal.org](http://afpglobal.org) to see the many facets of AFP and to access the wide range of tools and benefits available to members. Members can access the Member Gateway which features a number of members-only information & discounts including:

- The AFP Membership Directory
- AFP Information Exchange whitepapers
- Tool kits on various fundraising topics
- Career center and job postings
- Discussion groups on a variety of topics and interests
- The AFP Bookstore
- Consultants Directory and Speaker Database

### AFP Connect

These online community forums provide a place for our members to share information and insights, learn more from colleagues on particular topics, and connect with fellow AFP members!

In addition to an Open Forum community, there are several topic-focused communities that are relevant to member interests, including:

- Software/Technology Recommendations
- Online Fundraising
- Boards & Volunteers
- Fundraising Policies
- Donor Relations/Stewardship
- Special Events
- Planned Giving
- Direct Response/Marketing

# BENEFITS

# Professional Development



**AFP offers value-packed tools and resources to educate and inform today's fundraisers at every level of their career.**

## AFP Webinars

AFP produces a series of webinars featuring highly relevant topics, from some of the world's leading speakers and experts. There are two ways to learn:

- Live streaming
- On-demand

You can learn and advance your fundraising skills and social media or technology expertise, or choose to train your colleagues and teams with no travel expense or time away from the office. Learn on your own time, from home or anywhere. There are also free webinars held throughout the year for AFP members. Watch for them and sign up for AFP newsletters and notifications to stay informed!

## AFP Research

AFP conducts custom research on the individual fundraiser as well as the entire charitable sector. Research includes:

- The annual *AFP Compensation and Benefits Study (Free to Members)*
- The Nonprofit Research Collaborative surveys
- The Fundraising Effectiveness Project, in partnership with The Urban Institute
- Member survey and profile
- AFP research think tanks
- And more

## AFP eCourses

AFP provides professional development for you, the fundraising and nonprofit professional. We know your schedule is tight and so we're offering online courses that can be taken from the comfort of your own home at your own pace.

## Professional Certifications

Through collaboration with other professional fundraising organizations, AFP is able to offer a discount to AFP members as they pursue the benchmark of professional development for fundraisers through the CFRE program.

## ACFRE Credential

The ACFRE credential signifies mastery of professional standards in leadership, management and ethics, at an advanced level of practice.

## AFP Fundamentals of Fundraising Course

The popular face-to-face introductory course presented by AFP chapters is also available as an eLearning course! Composed of seven (7) easy to follow modules that have been designed by experienced fundraising professionals, this course addresses the real world needs and challenges nonprofit organizations, charities, educational institutions, hospitals, and more face every day. The *AFP Fundamentals of Fundraising eLearning Course* offers a complete overview of the fundraising, giving, and development function, featuring the most current information and techniques. Bonus features:

- Learn at your own pace and convenience—no need to finish in one day, save and return later
- Start and stop the program at any time, and finish where you left off

Within the course, you will have access to a glossary of fundraising terms and resource documents that will be referenced throughout the program. You can even view a sample video of making "the ask" from experts in the field to help you become more effective in your role!

# EDUCATION

# Conferences & Workshops



## AFP ICON

Held each spring, AFP's international conference brings more than 3,500 fundraising professionals together to network and discuss, teach and learn about issues affecting the development process and the fundraising profession. Meet new friends, connect with leaders in the philanthropic community, learn from the industry's best companies, have fun, learn and more. Programming includes high-impact, interactive educational sessions, facilitated discussions, expert panels, Q&As and more—all designed to serve the professional development and advancement needs of participants, from entry level to highly experienced and most advanced fundraising practitioners. The conference also features the AFP Marketplace featuring companies, partners, vendors and service providers working in support of the fundraising profession.

## AFP LEAD

Formerly AFP's Leadership Academy, AFP LEAD gathers hundreds for two days of immersive leadership development. Fundraising-focused leadership training and nonprofit management skills highlight the AFP LEAD experience. The event is especially effective for fundraising's emerging leaders, AFP chapter leadership, and senior development professionals.

A third day of additional training is provided to AFP chapter leadership.

## CFRE Refresher

This course, designed to assist individuals in reviewing concepts covered on the CFRE exam, asks participants to apply fundraising theory and techniques within the six knowledge domains of the field. The CFRE Refresher Course provides a combination of high-level review, self-exploration of knowledge, and peer exchange of best practices—all facilitated by a knowledgeable fundraising practitioner.

## Hemispheric Congress — Latin America

In partnership with Tec de Monterrey and the Junta de Asistencia Privada del Distrito Federal, the AFP Hemispheric Congress is the premier educational event on fundraising in Latin America. This program is for individuals associated with organizations looking to develop fundraising capacity in Latin America and Mexico. Sessions address topics of strategic importance to the sector (major donors, microfinance and social impact in the fields of health, education, social welfare and culture), and skills-based workshops are provided to address core fundraising techniques.

## AFP's Donor Retention: A Self-Assessment Workshop

Available through AFP chapters, this workshop is based on data collected from the Fundraising Effectiveness Project. The four-hour workshop includes small group work on a fictional case study based on real data, making the learning experience collaborative, educational and enjoyable. Develop a donor-retention plan based on research that really works. Learn the value of tracking overall gains and losses in gifts and donors—and then use that information to develop cultivation strategies to improve donor retention.

# NETWORKING

# Thought Leadership



## Public Policy and Advocacy

AFP is active in politics and public policy—supporting the philanthropic community. Did you know that AFP's National Philanthropy Day® (Nov. 15) was made an official day in Canada? Did you know more than 50,000 people throughout North America celebrate National Philanthropy Day®? Named one of the top five nonprofit leaders to watch in public policy, AFP is also at the helm of the coalition that fights to protect charitable giving. In fact, AFP has provided expert testimony to the U.S. Congress and has met with and defended the charitable sector to governing bodies around the world!

AFP monitors and responds to federal, provincial, and state legislative and regulatory issues that impact fundraising and philanthropy. AFP works to keep members informed on legislative and regulatory issues in the United States and Canada. Political action advice and lobbying tips are always available. Visit the AFP website for more information.

## The AFP Foundations (U.S. Canada and Mexico)

With offices in the United States, Canada and Mexico, each with a dedicated staff, the AFP foundations are working to increase society's awareness of philanthropy and the fundraising process through support of the following:

- Education and research programs
- Outreach programs
- Chapter programs
- Educational scholarships
- Translations on select AFP publications
- Diversity and inclusion programs
- Leadership Program

## Alliance memberships:

AFP members enjoy reciprocal benefits in the following organizations, including attendance at partner conferences at member rates:

- U.K.'s Institute of Fundraising
- Resource Alliance
- Fundraising Institute of Australia
- Fundraising Institute of New Zealand
- Dutch Fundraising Association
- Associação Brasileira dos Captadores de Recursos (ABCR)
- Kenya Association of Fundraising Professionals
- South African Institute of Fundraising
- The Netherland's Institute Fondsenwerving
- Germany's Deutscher Fundraising Verband e.V.

# ADVANCEMENT

# Here are the **top five** levels of **AFP membership**



## 1 Large Nonprofit

- Membership provides long-term value to the profession through broader representation in AFP public policy initiatives.
- Membership brings recognition of an organization's commitment to foster ethical standards and professionalism in fundraising.
- Open to nonprofit organizations with eight (8) or more Professional Memberships in AFP.
- Your organization owns the membership in AFP and you can transfer a membership if someone leaves your organization.
- Please contact AFP for more information.

## 2 Professional Membership

- If you have responsibility or accountability for income generation in the fundraising process, you should take advantage of the many benefits and advantages of a Professional Membership in the Association of Fundraising Professionals (AFP).
- Connect, collaborate, learn, advance, and more with your Professional Membership in AFP.
- This category includes a print and digital version of *Advancing Philanthropy* and other publications, where applicable.
- Discounted pricing on local, regional, national and international conferences and programs, webinars, books and more.

## 3 Global (Outside North America)

- Global e-membership in AFP is an electronic-only-based membership for those outside North America.

## 4 Young Professional

- This category of membership is for those age thirty (30) or younger. (ID may be requested.)
- Members receive the same benefits as a Professional Membership at a lower rate.
- Exclusive LinkedIn Community for Young Professional members of AFP.

## 5 Small Nonprofit

- Open to nonprofit organizations that meet ALL of the following criteria:
  - Have an operating budget of less than US \$1 million
  - Have a fundraising or development department with two (2) or less full-time equivalent (FTE) staff
  - Your organization is incorporated or organized as a separate entity under the laws of your country
  - Your organization is not affiliated with a larger institution and supporting its operations
- Your organization owns the membership in AFP and you can transfer a membership if someone leaves your organization.
- Exclusive LinkedIn Community for small nonprofit members of AFP.

All members of AFP adhere to AFP's *Code of Ethical Principles and Standards* and the *Donor Bill of Rights*.

**Go to [afpglobal.org/join](https://afpglobal.org/join) to view all AFP membership categories**

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