**Greater Baton Rouge Chapter, AFP**

**2022-23 IDEA Strategic Plan**

# AFP Diversity and Inclusion Philosophy Statement

AFP believes that diversity and inclusion create a strong, vital and unified force for the effective pursuit of an organization’s mission and achieving philanthropic success.\*

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IDEA FOCUS 2022-23: Expand Inclusion, Diversity, Equity and Access in 4 key areas:

Social Justice, Race/Gender Relations, Fundraising in Louisiana, and Millennial Engagement.

Strategic Activities:

1. Create awareness:
   1. IDEA Moment Quarterly at AFP Meetings
   2. IDEA Informational Posting Monthly in the Chapter Newsletter
   3. One Chapter Meeting dedicated to an IDEA related topic
2. Assist with Recruitment:
   1. Engage more Millennial professionals for membership
   2. Focus on and engage more underrepresented groups to the Chapter for membership

3. Partner with AFP New Orleans:

* 1. Partner with the NOLA AFP Chapter (at least one meeting) on an IDEA Topic
  2. Attend the New Orleans IDEA Summit

4. Present IDEA Summit in the Baton Rouge AFP Market

\*As defined in the Diversity section by The Association of Fundraising Professionals National Headquarters at [www.afp.net.org](http://www.afp.net.org/)

Goals/Objectives of the IDEA Committee Strategic Plan 2022-2023

Goal: To ensure that the AFP Greater Baton Rouge Chapter contributes to the diversity and inclusion in the fundraising profession as defined by the AFP National Office and achieve the Friends of Diversity Designation.

# AFP Definition

*Diversity and Inclusion in Fundraising* – seeks to achieve a broad representation of experiences, perspectives, and cultures to ensure that the best possible thinking, ideas, opportunities and solutions are considered; intentionally creates a respectful and welcoming environment that is open to all; and appreciates the unique contributions of every member of the community. \*

Objectives: The Diversity Committee has adopted 4 objectives:

* 1.0 Diversity and Inclusion Committee is comprised of volunteers from the other chapter committees and reflective of the members of the chapter
* 2.0 Diversity and Inclusion efforts are in all areas of chapter infrastructure (ie: Membership, Education, Programming etc.)
* 3.0 Outreach to community affinity/peer groups for purposes of collaboration and information exchange; this includes, but is not restricted to, recruitment and programming efforts.
*  4.0 Increase the awareness of AFP resources in local host community.

1.0: Perform strategic outreach and recruitment to reach various members of the chapter to ensure a diverse representation on the diversity and inclusion committee.

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| Action Required | IDEA Planned Strategic Activities | Responsible Lead | Timeframe for  Implementation and  Execution 2022-23 |
| 2. Coordinate outreach and recruitment strategies to maximize the ability to recruit from a diverse, broad spectrum of chapter members. | Strengthen collaboration with all Committee Chairs and the Board. | Diversity Chair | On-Going |

2.0 Include Diversity and Inclusion efforts in all areas of chapter infrastructure (ie: Membership, Education, Programming, etc.)

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| Action Required | IDEA Planned Strategic Activities | Responsible Lead | Timeframe for  Implementation and  Execution 2022-23 |
| 1. Ensure outreach strategies are designed to draw from all segments in the community | Partner with Committee chairs to coordinate outreach efforts  based on a broad representation of experiences, perspectives, and cultures to ensure that the best possible thinking, ideas, opportunities and solutions are considered.    Continue to educate the chapter and community on diversity trends, challenges, etc. by implementing an “IDEA Moment” at chapter meetings | Committee Member- will be assigned to communicate with Chapter infrastructure Chair        Diversity  Committee  Member | On-Going            Quarterly at Chapter meetings |

3.0 Outreach to community affinity/peer groups for purposes of collaboration and information exchange; this includes, but is not restricted to, recruitment and programming efforts.

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| Action Required | IDEA Planned Strategic Activities | Responsible Lead | Timeframe for  Implementation and  Execution 2022-23 |
| 1. Coordinate outreach and recruitment strategies to maximize the ability to recruit from a broad spectrum of potential members, from a diverse range of colleges and universities, and affinity organizations in the Baton Rouge Community. | Engage more Millennials and professionals from underrepresented groups.  Partner with one local college or university that has a diverse population to educate students on philanthropy. | Diversity  Committee Member    Diversity  Committee  Members | On-Going      On-Going |
| 2. Develop strategic partnership with other AFP chapters in  Louisiana | Continue to collaborate with the New Orleans AFP chapter on potential partnership opportunities.  Present on a Diversity topic at the NOLA AFP Diversity Summit.  Attend the New Orleans  Diversity Summit. | Diversity Chair    Diversity Chair/or Chapter Member    Baton Rouge  Chapter Members | On-Going    Annually      Annually |

4.0 Increase the awareness of AFP resources in local host community.

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| Action Required | IDEA Planned Strategic Activities | Responsible Lead | Timeframe for  Implementation and  Execution 2022-23 |
| Coordinate IDEA awareness  strategies to educate the host community | Partner with the  Communications team to implement-Monthly IDEA informational posting on the AFP Baton Rouge Chapter Newsletter | Diversity  Committee Member | Monthly |
|  | Coordinate and execute an  AFP Baton Rouge Chapter IDEA Summit | Diversity Committee Chair in partnership with committee members | Annually |