

AFP NJ, Southern Chapter

**IDEA Strategic Planning**

In 2020, the AFP NJ, Southern Chapter Board convened on several occasions to develop a strategic plan to increase membership and engagement. As the chaos of the world seemed to overshadow all aspects of our lives, some extraordinary opportunities were presented to better the world. None tied in more to IDEA than the social justice, DEI, and JEDI focus in all aspect of our Chapter. As a Board we were committed to changing our approach to our membership, programming, board composition, and community engagement. In 2021, the AFP NJ, Southern Chapter Board agreed to recommit our leadership focus on the following:

1. **Enhancing the value of being a Board member:**
* Opportunity to learn from others in different fields
* Inspiration from others
* Networking opportunities
* Professional development programs
* A chance to make changes
* The opportunity to grow as a leader
1. **Reaffirming our Vision Statement:**

***The AFP New Jersey Southern is acknowledged as a valuable, collaborative, and representative resource by South Jersey’s non-profit community, and serves as a model for thought leadership around philanthropy in a diverse and welcoming environment.***

1. **Recommitting to the following with IDEA in mind:
Governance**
* Chapter strengthens leadership and volunteerism and provides a robust succession plan through developing structure and continuity and opportunities for collaboration with other organizations.
* Ensure that Board members are representative of our member and community partnerships

**Membership**

* Strengthen membership through diversity, recruitment, retention, and engagement to attract new members and develop loyalty and sustained pride in membership for existing members.
* Hold diverse educational sessions
	+ 1. Recruit diverse members from small agencies and more geographic areas
* Communicate and collaborate with other organizations and AFP Chapters
* Hold at least one education session in 2021 that directly addresses diversity as it pertains to philanthropy
* Hold at least one recruitment even for small organizations in underrepresented geographical regions.
* Send out specific e-mails and other communicate outreach to members in specific groups

**Professional Advancement**

* Provide high quality programs to meet the needs of the community’s diverse experience levels, through developing innovative learning environments and resources.
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* Develop 2021 programs to attract and engage diverse (tenure, roles, shop size) attendance
	+ 1. Panels – by topic – of varied tenure, role, etc.
		2. Varied topics for roles (grants, governance, meet the funders)

Hopefully, by the end of 2021 the AFP NJ, Southern Chapter will have:

* Grown in membership
* Enhanced diversity
* Mentored young professionals
* Created new leadership development opportunities
* Facilitated programs that are helpful to members and interesting to new members
* Partnered with other chapters in our region to promote IDEA programming

Actual results at the end of 2021, the AFP NJ, Southern Chapter:

* Grew in membership from 33 members at January 2021 to 40 by December 2021
* Successfully enhanced diversity on our board and in the make-up of our membership in the areas of age, ethnicity and tenure
* Created a robust education roster for 2021 that fulfilled our IDEA goals and objectives
* Partnered with AFP Greater Philadelphia Chapter to host the Leading Philanthropy Virtual Conference from August 15 through 17, 2021