

RE: Membership Dues Increase Effective July 1, 2019: Professional and Associate Categories Only

AFP Global has been able to avoid raising dues for Professional and Associate members for the past ten years. In order to continue to develop and enhance benefits and services, as well as ensure adequate resources to meet future member needs, AFP Global will be increasing its dues for Professional and Associate members, for the first time in 10 years, by \$30 effective, July 1, 2019.

Background

AFP board policy requires a review of the existing dues structure every two years. In December 2018, AFP formed the biennial Member Dues Task Force, comprised of members from the Membership Division and Finance Committee.

The task force reviewed each of the association's membership categories to determine if a dues adjustment should be recommended. Part of the task force's analysis involved a review of the 2017 *Value Proposition and Member Pricing Research Survey*, which collected significant input from members across the association.

Rationale: Enhanced Member Benefits

The Task Force's most important rationale for recommending an increase is to build further on the significant number of new benefits and services that have been provided to AFP members since the last dues increase.

Just some of the benefits in the last couple of years include:

- Creation of educational offerings such as Microlearning Videos, revision of the Ready Reference Series of books, and additional educational articles through the new Advancing Philanthropy Perspectives online section—all free of charge to members;
- Launch of the new AFP website www.afpglobal.org and new upgraded member-database system, all of which will allow AFP to better serve members;
- Inclusion, Diversity, Equity and Access (IDEA) work, including ground-breaking new research on sexual harassment and the gender salary gap, as well as the upcoming Women's Impact Summit—all part of the Women's Impact Initiative;
- New leadership and career development tools such as AFP 360°, powered by Korn Ferry—with nearly all of those benefits free of charge to members;
- Negotiation training workshops provided through a partnership with the American Association of University Women—free of charge to members;
- AFP Connect, an AFP members-only online forum and networking tool/resource for chapters—free of charge to members;
- Cutting-edge research such as the Fundraising Effectiveness Project, which tracks how giving is faring while providing tools and resources on increasing donor retention—provided free of charge to members;
- New chapter websites through Higher Logic, provided free of charge to chapters;
- Free online educational courses through Blackbaud University—provided free of charge to members;
- Enhanced conferences, including new education and networking opportunities at AFP ICON (International Conference on Fundraising) and a completely new experience at AFP LEAD

(formerly Leadership Academy)—now offering leadership and educational programming for all members; and

- Revamped communications, such as AFP Daily and the Week in Review, which provide timely updates and sector news—provided free of charge to members.

Rationale: Member Value (A Quantitative Example)

A member who uses just a few of AFP benefits will quickly receive their membership dues' worth of services.

- The member discount for AFP ICON alone saves AFP members approximately \$300. Downloading the annual *AFP Compensation and Benefits Report*, for example, is free to members (\$79 for nonmembers), while the subscription to *Advancing Philanthropy* magazine, complimentary for members, totals \$80. Those benefits are two of the most valued services that AFP provides.
- Add in the new AFP 360° (conservatively valued at approximately \$1500) and negotiation training workshops (valued at roughly \$250); the *AFP Daily* newsletter and *AP Perspectives*, containing more articles on fundraising; discounts on books and other educational programs; the increasingly popular online forum AFP Connect, and AFP's ethics materials, including free guidance from the Ethics Committee—and the cost of these services and benefits easily exceeds \$280.
- There are also numerous intangible benefits, including the community and networking aspects of belonging to the largest organization of fundraising professionals in the world, and the only association with an enforceable code of ethics.

Board approved changes are:

<u>Member Category</u>	<u>Current Dues</u>	<u>Dues as of July 1, 2019</u>
Professional	\$250 + chapter dues	\$280 + chapter dues
Associate	\$250 + chapter dues	\$280 + chapter dues

The other membership categories, including Young Professional (\$95 (includes chapter dues)) will stay the same:

Looking Ahead

As AFP Global looks ahead to the future, we see an AFP that is focused not just on education and networking, but on the entire experience of being a professional in the fundraising field—work place issues, cultures of philanthropy, equity and inclusion, and leadership and management, to name just a few. We value your commitment to AFP and assure you our commitment to you is even greater.