



PHILANTHROPY IN MANITOBA

The philanthropic sector is a driving force and a positive light that seeks to create impact in the world and in our communities. Fundraisers are the key driver of that impact; we are “impact” leaders and what we do changes lives every day!

Manitoba continues to be the most philanthropic province. Based on per capita giving over the years, the impact of that generosity has touched many. In Manitoba, professional fundraisers are represented by the Association of Fundraising Professionals (AFP) – the largest fundraising professional organization in the world!

The Manitoba Chapter of AFP was chartered in 1996. We are one of 21 chapters in Canada and more than 200 worldwide. Our association brings together individuals and organizations that serve their communities in many ways, through a variety of sectors, representing a wide range of demographics, each driven by mission statements that tackle some of society's most important issues.

AFP is more than a professional association. We represent a community of fundraising professionals, acting as a partner with people and organizations who want to create positive impact through philanthropy. As an organization, we don't change the world around us. We help professional fundraisers in this province create impact and affect change in their worlds and in their communities.

WHY SPONSOR AFP MANITOBA?

Sponsorship helps support philanthropy within Manitoba by promoting the sector to the public and supporting local fundraising professionals by maintaining affordable membership fees, facilitating mentorships, and providing accessible professional development opportunities.

CHAPTER WIDE SPONSORSHIP

- Audience includes close to 700 members of Manitoba's fundraising community, including 400 Manitoba fundraising professionals
- Opportunities ranging from \$500 to \$10,000
- Benefits may include
 - recognition on afpmanitoba.org
 - on AFP Manitoba's social media platforms (Facebook, Twitter, Instagram & LinkedIn).
 - in AFP Manitoba's biweekly e-blasts to membership
- Opportunity to attend and provide remarks at membership events.



CONTACT US

Stephanie Lambert
Sponsorship Chair
StephanieL@afpmanitoba.org

AFP Mailing Address:
P.O. Box 644, Stn. Main
Winnipeg, MB R3C 2K3

AFP Email:
info@afpmanitoba.org

Website:
www.AFPManitoba.org



SPONSORSHIP OPPORTUNITIES

PROFESSIONAL DEVELOPMENT SESSIONS

- Up to nine sessions available for sponsorship in 2022
- Each session is valued at \$1,000
- Discounts are available when multiple sessions are sponsored
- Benefits may include:
 - logo inclusion on promotional materials associated with the sponsored session
 - promotion occurs for approximately one month prior to each session
 - associated audience includes close to 700 members of Manitoba's fundraising community, including 400 Manitoba fundraising professionals
 - opportunity to attend and provide remarks at sponsored session
 - associated audience is primarily fundraising professionals, with numbers varying dependent on the subject matter and whether it's virtual or in person

Sponsorship Benefits	Champion \$10,000	Leader \$5,000	Partner \$2,500	Patron \$1,000	Supporter \$500
Logo inclusion on all chapter materials (excluding those specific to NPD-MPA), including board e-signatures.	X				
Inclusion on website logo garden.	X	X	X	X	X
Social Media: LinkedIn, Facebook, Instagram & Twitter.	3	2	2	1	1
Inclusion on chapter e-blasts logo garden.	X	X	X	X	
Opportunity to provide an ad for inclusion in e-blasts.	10 eBlasts	5 eBlasts	2 eBlasts		
Opportunity to provide editorial for inclusion in e-blasts.	2	1			
Inclusion on NPD-MPA slideshow.	X	X	X		
Invitation to membership event/mixer.	All mixers	50% of mixers	50% of mixers		
Opportunity to provide signage for membership event/mixer.	All mixers	50% of mixers			
Opportunity to provide remarks at membership event/mixer.	2 mixers 5 mins	1 mixer 2.5 mins			
Opportunity to provide handouts at membership event/mixer.	All mixers				

We are excited to discuss and craft tailored partnership opportunities with you that will allow you to connect and work with decision-makers in the nonprofit community that best suit your needs.

