



Fundraising Fact of the Month:

April Showers Bring Long-Term Donor Growth

April is more than a season of renewal, it's a critical window for cultivating future generosity. Donors who are meaningfully engaged in the spring months are significantly more likely to increase their giving later in the year, especially when they feel connected to mission momentum and impact.

Building on early-year engagement efforts, April is an ideal time to “water the seeds” planted in March. Thoughtful follow-ups, impact stories, and personalized touchpoints help deepen donor relationships and reinforce their role in your work. These consistent, relationship-focused efforts often translate into stronger retention and increased giving as the year progresses. In fundraising, small moments of care and connection now can yield a season of generosity later.

2026 National Philanthropy Day Awards

Nominations are OPEN!

April 1 - June 12, 2026

Each year, the Northwest Arkansas Chapter of the Association of Fundraising Professionals proudly celebrates philanthropy by honoring outstanding community members through our National Philanthropy Day (NPD) Awards. Organizations are encouraged to nominate individuals, businesses, and groups whose generosity and commitment to philanthropy have made Northwest Arkansas a better place to live and work. An anonymous panel of community leaders will review all submissions and select this year's honorees.

Award recipients will be recognized at a celebratory luncheon on November 4, 2026, at the Fayetteville Public Library Event Center.

If you have any questions regarding the nominating process contact the NPD NWA Committee at AFPNWA@gmail.com.

[Submit Nominations Here!](#)

IDEA Insights



Across the fundraising profession, IDEA continues to be a core expectation for ethical practice, donor trust, and organizational credibility. AFP's commitment to IDEA strengthens the profession by ensuring fundraisers and the communities we serve experience belonging, fairness, and access.

- **I**nclusion welcomes supporters as they are.
- **D**iversity strengthens our work by bringing many perspectives to the table.
- **E**quity ensures everyone has what they need to participate fully, because generosity isn't one-size-fits-all.
- **A**ccess removes barriers so every person can engage with confidence and joy.

"IDEA isn't an initiative; it's a professional standard that shapes how we build relationships and steward philanthropy."

-Peggy Boyles

BE CAUSE

Empower. Strengthen. Transform.

The AFP Foundation for Philanthropy has partnered with Blackbaud once again on the **"Good Takeover Challenge"** during AFP ICON, **April 26-28, 2026**.

Please consider making a gift of at least \$20 during those dates and Blackbaud will add another \$10 towards our AFP NWA chapter BE the CAUSE goal.

Raising funds provides scholarships, educational opportunities, IDEA (Inclusion, Diversity, Equity and Access) initiatives and research.

Did you know that a portion of the funding comes back to our chapter to support these initiatives in our local community?

How to Give:

- [Donate Online](#)
- Text **AFP** to **571-749-2699**

[Click here](#) to learn more about the Foundation's 2025 Impact Statement.

[Donate Here!](#)

April 26-28

Save the Date for 2026 AFP NWA!



AFP ICON

May 20
Education Session

May 21
Spring Social &
Fellowship Graduation

August 19
Education Session

October 22-24
AFP LEAD

November 4
National Philanthropy Day



AFP ICON is scheduled for **April 26-28** in San Diego, CA.

Our Chapter President, Amy McGovern, will be hosting a chapter dinner during the AFP ICON conference. Email amcgovern@umfa.org if you plan to attend AFP ICON.

Register for AFP ICON

Spring Social

Join us on **Thursday, May 21st from 5:30-7:30 PM**
at **Rendezvous Junction Brewery** for
AFP NWA's Spring Social & Fellowship Graduation.



2026 Sponsorship Opportunities

Support the Work of AFP Northwest Arkansas

Interested in supporting and strengthening the fundraising community in Northwest Arkansas? AFP NWA offers a variety of sponsorship opportunities that help make our programs and connections possible throughout the year. Partners can sponsor our Collective Impact Fellowship, Education Sessions, Member Socials, the AFP NWA Newsletter, and more.

Your sponsorship helps us provide meaningful professional development, foster collaboration, and grow the impact of philanthropy across our region. If you have questions or would like to discuss sponsorship options, please reach out to Board President Amy McGovern at afpnwa@gmail.com.

Visit our Website

AFP NWA Job Board

Be sure to check out the AFP NWA Job Board for the latest fundraising positions in our community! Don't miss out... new opportunities are added regularly!

If you have a job opening you would like posted on the website, please send either a link to the job or a pdf of the job description and contact information to afpnwa@gmail.com.

It's free for members to post job opportunities.

More Jobs Here!

Need to Join or Renew

The Association of Fundraising Professionals (AFP) and the Northwest Arkansas Chapter of the AFP offer members the opportunity to connect with colleagues, engage in creative thinking, network with new friends and achieve great results in their work.

Membership Value Highlights

- AFP NWA Chapter Monthly Education Sessions
- AFP National Webinars
- Mentorships
- Networking with area fundraising professionals
- Monthly Chapter Newsletters
- Add more: AFP NWA Chapter

Website: <https://community.afpglobal.org/afpnorthwestchapter/home>

For questions about your membership, please contact
Amy McGovern, AFP President.

[Join/Renew Now](#)



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