



2025 National Philanthropy Day Selection Criteria

The Awards Committee is made up of AFP Board members, and a selection criterion (below) is used in determining the recipient of each award. All categories will be awarded having met the following criteria.

Outstanding Communitarian Award

Presented to an individual who has contributed in meaningful ways to the advancement of inclusion, diversity, equity, and access through giving of time and talent in order to build community, encourage philanthropy and fundraising, and inspire others to action and/or greater awareness.

- Evidence of meaningful participation in activities both at work and in the community to promote Diversity, Equity, and Inclusion.
- Evidence of work with Diversity, Equity, and Inclusion that has positively impacted the community.
- Evidence of how this work in Diversity, Equity, and Inclusion has encouraged philanthropy and fundraising within the community.
- Evidence that through Diversity, Equity, and Inclusion, the nominee has inspired others to action and/or create greater awareness of DEI within the community.

Lifetime Achievement Award

This award is presented to an individual, family, or organization that demonstrates a lifetime record of exceptional generosity who, through direct financial support, have encouraged others to assume civic or charitable responsibility.

- Description of outstanding philanthropic projects resulting from a gift or leadership.
- Description of charitable giving that has resulted in gifts by other individuals.
- Evidence of encouragement and motivation given to others to take leadership roles in philanthropy.

Philanthropist of the Year

This award is presented to an individual or family with a proven record of exceptional generosity who, through direct financial support, has demonstrated outstanding civic and charitable responsibility, and whose generosity encourages others to take philanthropic leadership roles.

- Evidence of direct gift support.
- Description of impact of gift support.
- Evidence of encouragement and motivation given to others to take leadership roles in philanthropy.
- Description of participation in, and gift support of, other nonprofit organizations.

Outstanding Community Service Organization Award

This award is presented to a community service organization that demonstrates an outstanding commitment to philanthropic efforts through community involvement and/or financial or in-kind support. List your nominee's achievements, including:

- Evidence of direct financial support and/or in-kind support of community projects.
- Description of the impact of the organization's support on the local community.
- Evidence of membership volunteerism in support of philanthropic efforts and/or with the nonprofit sector.
- Description of specific achievements accomplished through the organization's efforts.
- Evidence of encouragement and motivation given to others to take leadership roles toward philanthropy and community involvement.

Outstanding Volunteer Fundraiser Award

This award is presented to an individual who has demonstrated exceptional leadership skills in coordinating groups of volunteers for major fundraising projects for more than one nonprofit organization. The recipient should demonstrate exceptional skills in coordinating and motivating groups of volunteers for fundraising projects for the benefit of charitable institutions and a commitment to the advancement of philanthropy.

- Evidence of quality of leadership and organizational ability in fundraising campaigns.
- Description of time, effort and financial commitment.
- Description of fundraising goals achieved by his/her efforts.
- Evidence of success in recruiting and motivating others.
- Description of participation in other community nonprofit organizations.

Outstanding Youth in Philanthropy Award (age 5-18)

This award is presented to an individual or a group of young people ages 5 to 18 who have demonstrated outstanding commitment to the community through direct financial support, development of charitable programs, volunteering, and leadership in philanthropy. This award emphasizes fundraising and philanthropy.

- Description in detail of what the nominee did, including goals, process, budget (if relevant), and other people involved in the process (adult leaders or adviser, e.g.) and of the time, talent, and/or treasure the youth gave for the common good and the results that were achieved.
- Description of the impact the nominee had on the community, including numbers of people involved, financial impact, and organizations helped.
- Description of long-term (1 to 2 years) impact of the nominee's work. Will the fundraising be ongoing, and has the nominee considered the next steps, or is working on other fundraising projects?
- Evidence that the fundraising can serve as a prototype for others or is easily replicable for the next generations.

Outstanding Fundraising Professional Award

This award is presented to an outstanding individual fundraising professional who practices his/her profession in an exemplary manner.

- Description of professional experience, career achievements, and results.
- Evidence of quality of leadership that is effective, creative, stimulating, and that the individual acts as a team player.
- Evidence of membership in AFP and that the individual practices and promotes the AFP Code of Ethical Principles.
- Description of individual's commitment to continuing professional development, including but not limited to certification (CFRE/ACFRE), conference participation, publication, and/or professional education.
- Evidence of commitment to fundraising and philanthropy through voluntary services and financial support of nonprofit organizations.

Outstanding Philanthropic Foundation Award

This award is presented to a foundation that demonstrates outstanding commitment through financial support, encouragement, and motivation of others to take leadership roles in philanthropy and national, international, and/or community involvement.

- Evidence of philanthropic support of innovative approaches to solving problems nationally and/or

internationally.

- Description of the impact of gift support and achievements accomplished through the foundation's efforts.
- Evidence of encouragement and motivation given to others to take leadership roles in philanthropy and community involvement.

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