

AFP-NM Strategic Plan: January 1, 2023 - December 31, 2025		Annual Progress Update		
Strategies	Action Items	2023	2024	2025
<i>Goal 1: We will know our community and respond to their needs.</i>				
AFP-NM will become the leading resource in New Mexico for Equity in Fundraising conversations and educational programming for fundraising professionals.	Provide relevant programming for fundraising professionals to engage in and learn about Trust-based Philanthropy.	The Chapter hosted a series of three events in the month of September as part of our annual Funders Forum series. Each of these events was focused on connecting funders with nonprofit organizations throughout New Mexico, as well as allowing funders and fundraisers alike to have open and honest conversations about trust-based philanthropy, best practices in grantmaking and writing, and the needs of New Mexico's nonprofit organizations.	Chapter began Coffee and connection events to bring together fundraisers to create a space to have conversations about the work we are all doing within our community. To share thoughts and ideas and to engage fundraising leaders within the community.	The Chapter continued to hold Coffee & Connection events monthly in both Albuquerque and Santa Fe, providing a space for fundraisers to connect with their peers re: trends, issues, and successes on a consistent, recurring basis.
	Market chapter resources to members and non-members/philanthropy sector professionals across the state.	All programming was advertised via LinkedIn, Facebook, partner newsletters, and monthly newsletters sent to AFP-NM members and listserv subscribers.	All programming was advertised via LinkedIn, Facebook, partner newsletters, and monthly newsletters sent to AFP-NM members and listserv subscribers.	All programming was advertised via LinkedIn, Facebook, partner newsletters, and monthly newsletters sent to AFP-NM members and listserv subscribers.
	Partner with relevant organizations to provide Equity in Fundraising programming opportunities within the Chapter and with partner organizations.	The Chapter partnered with Prospera partners to offer three "Community of Practice" conversations focused on equity in fundraising, ethics, and the unique challenges of New Mexico fundraising.	Began to build partnerships with ACF, SFCF, and Groundworks.	The Chapter built on its partnerships with Groundworks and The Grant Plant at Funders Fair 2025 (where both organizations' leadership were represented at the Lunch and Learn part of the event) and at Mix & Mentor events, which were held in April (in conjunction with Groundworks' Social Sector Conference) and November (featuring Laurel Meister Schmuck from The Grant Plant as a table moderator).
AFP-NM will build its capacity to provide meaningful network support to fundraisers in New Mexico.	Leverage existing partnership and explore potential partnerships with other organizations to collaborate on educational workshops and events throughout the state to better serve more members and non-members, and reach new audiences.	The Chapter partnered with Daly Consulting, the Young Professionals Association of Albuquerque, and The Grief Center to provide unique educational and networking opportunities. In April, Daly Consulting traveled to San Juan County to provide a workshop focused on building a case for support in order to successfully fundraise. During the same month, YPA hosted a city-wide mixer, partnering with AFP to provide an evening of celebration, community-building, and networking. Finally, in November, The Grief Center opened their workshop focused on addressing vicarious trauma to the Chapter's networks, allowing nonprofit professionals to address the vicarious trauma that can occur as a result of nonprofit work.	The Chapter partnered with Jade Block to host a virtual event on Self Care and Mitigating Vicarious trauma.	The Chapter and Groundworks partnered for the first time on a Mix & Mentor event, which was hosted by AFP but held on Day 2 of Groundworks' Social Sector Conference. This collaboration introduced more people to AFP and the organization's work. The Chapter was also in conversation with the Community Foundation of Southern New Mexico about hosting a Funders Fair in Las Cruces. This didn't happen in 2025 but was the start of greater interest in the southern part of the state to partner with the Chapter.
	Develop a fund development strategy to include more donors, sponsors, and grants for educational programming, organizational operating expenses, and administrative costs.		Board decided to bring the Funders Forum back in person, rebranded as the Funders Fair to take place in 2025.	Funders Fair 2025 (held March 2025) was a huge success, increasing Chapter revenue, membership, and funding partners. The Chapter is now preparing for Funders Fair 2026 (to be held February 2026).
	Develop a plan for financial stability balanced with accessibility to community members for educational programming and memberships.	The Chapter offered programming available to all at no cost during the months of February, March, April, May, July, and November. Additionally, our Ethics in Fundraising workshop was offered at no cost to members and at an affordable cost of \$10 for non-members.	All Board members donated to the organization and worked together to create a plan for financial stability by eliminating credit card debt and host events to bring back members, engage new potential members, and grow the organization.	All Board of Directors contributed to Funders Fair 2025, and the event resulted in a major boost (\$13k+) of the Chapter's finances. This allowed the Chapter to provide free events (Coffee & Connection, Mix & Mentor) to members and non-members during the rest of the year.
	Grow the board of directors in more targeted regions.	AFP-NM recruited three new board members during the 2023 calendar year, the majority of whom live outside the Albuquerque area.	Coffee and Connection established to bring together fundraisers in an informal manner and help to engage and create more awareness of who AFPNM is and the work we are doing. Goal to increase membership and gain new board members.	The Chapter maintains two board members in Albuquerque and two in Santa Fe. In fall 2025, two more board members were added, also from Albuquerque.
	Leverage existing partnership and explore potential partnerships with other organizations to expand outreach, programming, and shared learning opportunities.			
AFP-NM will expand its reach by providing programming that is accessible to fundraisers across the state.	Develop a mentorship or fellowship program to provide more in-depth learning and a community of practice for fundraisers at all levels of experience.			
	Engage with community members to create more accessible and diverse programs to meet the needs of the fundraising community.			

	Provide easy access to scholarships and memberships through partnerships, board member relationships, and member outreach.	During the 2023 calendar year, the Chapter provided four scholarships to New Mexico fundraisers by leveraging statewide outreach and individual relationships.		The Chapter shared scholarship opportunities/deadlines and membership discounts via the monthly e-newsletter throughout the year. Five scholarships were awarded at the end of 2025 and scholarship recipients will be asked to lead table check-in at Funders Fair 2026.
	Engage leaders throughout the state through committees to conduct outreach in their own communities, grow memberships, or provide scholarships.			
AFP-NM will provide relevant programming to fundraisers at all stages of their career.	Create a programming committee of members and board members to ensure strategic alignment, equity, and diversity across programming.		Scheduled Millennial Philanthropy, Self Care Workshop event, shared information on partner events via enews and social media. Also shared information about AFP Global events.	
	Create spaces that offer mentorship and networking opportunities for all.	The Chapter offered a wide array of programming options throughout 2023, including: community walk and talk events at various locations, dates, and times; specialized training for fundraisers and board members in San Juan County; networking events, meet-and-greets, and mixers (both virtual and in-person); several Community of Practice events offered through Prospera Partners; and our annual Funders Forum series.	Chapter began the Coffee and Connection monthly meetings and the Mix and Mentor event to bring together fundraisers to have conversations about needs and what we can do to help them in their positions.	The Chapter held recurring Coffee & Connection (monthly) and Mix & Mentor (April, November) events which were free to attend and were attended by fundraisers with diverse experiences and sector knowledge. The return of Funders Fair 2025 also allowed fundraisers to directly engage with funders and learn more about the granting criteria/process.
	Create more opportunities for shared learning and for members to support each other as experts in the fundraising community.	The Chapter partnered with Prospera partners to offer three "Community of Practice" conversations designed to allow members to share their knowledge, support one another, and learn from colleagues who are actively fundraising throughout New Mexico.	Board is working to hosting events in 2025 and beyond. Focus is on financial stability and growing the board of directors.	The Chapter's monthly Coffee & Connection events provided recurring opportunities for fundraisers to share current projects, trends, and questions with one another through a collegial, peer-to-peer environment. its free admission structure for both members and non-members meant that more people had access to these networks than may otherwise have.