

# AFP Strategic Plan



2021 - 2023

*Since 2020, the Association of Fundraising Professionals (AFP London & Region Chapter) has been the standard-bearer for professionalism in fundraising. Today, we serve over 80 members in seven counties and the broader fundraising community in a myriad of ways, helping charities and fundraisers create even more impact around the world.*



## Vision

To stimulate a world of generosity and positive social good through fundraising best practice.



## Mission

AFP empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.



## Strategic Roadmap

AFP has identified strategic pathways that, on their own, contribute to delivering value to our membership. Together, these pathways form a roadmap to further differentiate, distinguish and elevate AFP—today, tomorrow and into the next decade.

### *These pathways are:*

- **PROMOTE INCLUSION, DIVERSITY, EQUITY, AND ACCESS (IDEA)**
- **PROVIDE RELEVANT AND HIGH-QUALITY FUNDRAISING EDUCATION**
- **INCREASE CAPACITY AND STRENGTHEN COMMUNITY**
- **CHAMPION ETHICAL FUNDRAISING PRACTICES**

By promoting environments that are inclusive, diverse, and equitable, and that expand access to the world of fundraising for historically under-represented groups; by equipping our members with high-quality fundraising education; by increasing capacity and strengthening the connections between chapters and members; by positioning our members to be effective and influential leaders and advocates for the causes, organizations, and communities they serve; and by upholding ethics as a core pillar of what it means to be a fundraiser... AFP members will actively advance social good and create impact that changes the world.

## PROMOTE INCLUSION, DIVERSITY, EQUITY, AND ACCESS (IDEA)

### Destination

We envision a future where: AFP and its members understand the business and social value that IDEA brings to delivering on our impact; at its essence, the ongoing awareness of IDEA's business and social value fosters inclusive behaviors, practices, and environments that become embedded in everything the association touches; and fundraising becomes a professional destination for diverse voices.

### Landmarks & Milestones

We will rely on the following landmarks and milestones as broad-based goals throughout our journey (2021-2023)

Demonstrate inclusion, diversity, equity and access within its staff, Board, committees, task forces and work groups.
Become an IDEA Champion and receive designation from AFP Global.
Establish effective relationships with external partners who broaden our access to diverse voices.
Attract and retain more fundraising professionals who reflect the diversity of the communities served by AFP chapters and members.
Create an inclusive and accessible environment for AFP members and non-members who identify as diverse voices and segments.
Create and implement high-quality tools for our members to replicate the value of IDEA within their organizations.



## PROVIDE RELEVANT AND HIGH-QUALITY FUNDRAISING EDUCATION

### Destination

We envision that all AFP members will have access to a tailored fundraising education experience that meets them where they are and, equally important, where they are going. Ultimately, we will promote the message that all fundraisers can find ways to demonstrate leadership, no matter their title or their role in their organization.

### Landmarks & Milestones

We will rely on the following landmarks and milestones as broad-based goals throughout our journey (2021-2023)

Increase the accessibility of professional development opportunities available to members who have limited access to quality education offerings or who lack the resources to participate in large (in-person) AFP gatherings.
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Develop a leadership development program that positions fundraisers for a wider array of leadership roles in their organizations.
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Create ongoing mechanism for assessing the needs, including emergences of new skill and competencies, and preferences of learners, as well as a process for sharing those insights with AFP London & Region members.
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Develop learning pathways for AFP London & Region members related to their stage in career, focus area or employment segment.
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## INCREASE CAPACITY AND STRENGTHEN COMMUNITY

### Destination

AFP London & Region Chapter supports AFP’s envisioning of the future when: 1) AFP meets our members where they are, with the resources they need, when they need them, while generation sustainable and comprehensive sources of revenue; 2) AFP chapters and members are engaged and committed to the growth and expansion of AFP; 3) AFP chapters and members are leveraged to nurture and expand relationships that transform their organizations and communities we serve.

We envision a moment when more organizations and individuals become members because of the collective power to advance favourable philanthropic policies; when AFP mobilizes our networks to convene influential partners to drive positive policies globally and protect the sector; and when government policy becomes a supportive conduit for success.

### Landmarks & Milestones

We will rely on the following landmarks and milestones as broad-based goals throughout our journey (2021-2023)

Create tools and opportunities that cultivate a strong sense of connectedness between members.
Where we encourage our chapter members to participate/network with AFP Global and other chapters when possible, to expand their network.
Position AFP, through AFP London & Region Chapter, as an influential thought leader and voice for both the philanthropic community and nonprofit sector.
Create a mechanism for identifying and disseminating timely policies and laws that affect fundraisers and position AFP to influence policies and laws important to fundraisers regionally, nationally, and globally.
Secure revenue generating partnerships and sponsorships with external organizations that contribute to AFP and the AFP Foundations for Philanthropy core initiatives.



## CHAMPION ETHICAL FUNDRAISING PRACTICES



### Destination

We envision the moment when the importance of adhering to ethical fundraising practices is a notion that is embraced widely around the world; when AFP members are consistently in positions where they can effectively champion the importance of running ethical and credible organizations; when AFP is seen by nonprofit organizations as the key resources of the professional development ethical leaders in fundraising and beyond; and when AFP’s Code of Ethics continues to be a key differentiator for the Association, serving to strengthen fundraising and increase public trust in charitable giving.



### Landmarks & Milestones

We will rely on the following landmarks and milestones as broad-based goals throughout our journey (2021-2023):

Establish AFP as a go-to resource across the fundraising sector for ethical principles and practices.
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Proactively publish and share positive stories that demonstrate ethical behaviors across the fundraising landscape that can serve to enhance the fundraising brand.
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Encourage more nonprofit organizations to adopt ethical principles in their hiring and compensation practices.
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Increase confidence in charitable giving and the fundraising sector.
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