

AFP-BR Chapter Strategic Vision



ASSOCIATION OF FUNDRAISING PROFESSIONALS *Baton Rouge Chapter Strategic Visioning As of August 14, 2025*

- **DRAFT Document: Please add Updates and Strategies to Goals**

Mission Statement of the AFP-BR Chapter

The Greater Baton Rouge Chapter of AFP advances and inspires philanthropy by enabling people and organizations to practice ethical, effective fundraising, with professional development, networking, research and advocacy.

Vision Area A: Membership

Vision Statement: The Vision of the Membership Vision Area is to create a process of attracting and retaining a diverse group of fundraising leaders, who will advance, promote and sustain the profession of Philanthropy.

Goal #1: To create and execute an extraordinary and diverse membership experience for all skill levels, aligned with the AFP global vision.

Goal #2: To make the membership experience more affordable and valuable for local and regional organizations and individuals.

Goal #3: To maximize the resources and knowledge of executive level members to provide mentoring, training and strategies to chapter members.

Vision Area B: Education & Professional Development

Vision Statement: The Vision of the Education & Professional Development Vision Area is to create a process of making educational resources more readily available, to connect more directly with members through mentorship and education and share our expertise with community organizations.

Goal #1: To create and offer an extensive and innovative educational resource library to chapter members.

Goal #2: To create and sustain an active mentorship process with access to educational and professional resources to all chapter members.

Goal #3: To actively sustain a variety of educational and professional development opportunities for all chapter members, through meetings, workshops, events and digital formats.

Vision Area C: Operations & Finance

Vision Statement: The Vision of the Operations & Finance Vision Area is to create a process of chapter operational sustainability through the effective use of chapter resources and management.

Goal #1: To continue the successful management of chapter resources, including monthly operations, chapter meetings, events, sponsorships, member engagement and protocols.

Goal #2: To continuously evaluate and analyze the role of the board of directors, committees, policy and procedure to ensure the ongoing vitality and sustainability of the chapter.

Goal #3: To execute a leading-edge chapter communication strategy that includes a variation of effective, segmented and personalized communication and marketing elements, nurturing higher awareness and promoting the value of member benefits.