



Thursday Thoughts

Educational Luncheon: Win Your Donors' Affection With a Strategy That Matters

Every time a donor considers your purpose-driven brand and offerings, they have questions: Do you know their answers? You can't afford not to. Welcome to the customer zeitgeist. Donors are dialed-in 24/7, 365. That was true before the pandemic and even more so today since online is our lifeline. Once you understand your donor holistically, you view choice from their perspective. You embrace a customer mindset. What does customer mindset mean for your fundraising strategy? Everything. Mindset determines what matters.



Join Karla Raines on Friday, May 15th at noon for a virtual lunch discussion on how to build a strategy that matters and will win your donors' affection.

REGISTER TODAY

Job Postings

Want to check out job opportunities in fundraising?

[See all job postings >>](#)

Unconscious Bias and Fundraising



Unconscious bias is the attitudes or stereotypes that influence our understanding, actions and decisions subconsciously. It can influence how we see one another and interpret the world around us. Researchers from The University of California have compiled compelling evidence about how unconscious mental processes manifest across a variety of contexts, and this research is valuable for fundraisers to understand. Unconscious bias can affect relationships with funders, potential donors, colleagues and even decisions on what programs an organization supports and funds. You can learn more, and challenge yourself to recognize your own biases, through the Harvard University's Project Implicit Test, in a [new article](#) shared by [AFP Global](#).

Partner Event

Hiring Fundraising Positions (How to Avoid Development Director Revolving Door)

Talent is one of the stickiest areas for nonprofits to handle, and is often just one of many hats a leader wears. Join us for this webinar series, where Jessica Gemm of Gemm Consulting will share philosophies and best practices, as well as tools and guidance, for how to handle a wide range of critical talent issues.

This meeting is brought to you by CNA and AFP SOCO. The meeting will be presented via Zoom technology.



Tuesday, May 19th via ZOOM
9:00 am - 10:30 am

FREE for all

REGISTER

Thursday, June 11th
8:00 am - 10:00 am

Online Giving
Tim Kachuriak, NextAfter

Stay tuned for more information on how this
Coffee Chat will be presented!

[Learn More >>](#)



Sponsored by



Welcome to our newest members!

Brett Harkey ~ Jeremy Jones

Upcoming AFP Events

May 15th - Tomorrow!

AFP Chapter Education Webinar: "Win Your Donors' Affection with a Strategy that Matters"

[Register](#)

May 19th

"Hiring Fundraising Positions" - presented by
AFP Southern Colorado and Colorado
Nonprofit Association



Register

June 11th

AFP Colorado Coffee Chat: "Online Giving"

[Learn More](#)

SAVE \$50 ON NEW MEMBERSHIP

\$50 Professional or Associate New Member Discount!

In honor of our 60th Anniversary, AFP will be offering a \$50 discount to new members joining in the Professional or Associate member categories by June 30, 2020.



Fill out the membership invitation as usual, but deduct \$50.00 from the total and include this coupon with your payment.*

Complete your application and send it in via mail or fax by June 30, 2020.

*Coupon must be included with payment. One coupon per new member. Can also be redeemed online by using discount code AFP2020.

Questions, call the AFP Membership Department at (800)666-3863.

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Offer Expires 06/30/2020.



AFP is a membership organization committed to advancing philanthropy. We offer resources and create opportunities to help fundraising professionals be the best they can be. We bring fundraisers together to network, grow professionally, and advance our field. **Visit Our Website**

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