



Strategic Plan: 2019 - 2023

Our Mission: The Association of Fundraising Professionals (AFP) Charlotte Chapter provides its members opportunities to advance philanthropy by becoming effective and ethical fundraisers.

Our Process: In late 2018, the AFP Charlotte Board of Directors initiated a multi-year strategic planning exercise. The process consisted of reviewing previous membership surveys and strategic plans, gathering data from new membership surveys, interviews with key stakeholders, three targeted focus groups, and culminated with a full-day board retreat. Beginning in 2019, the Board and Executive Committee began meeting regularly to establish the strategic goals outlined below. These groups will continue to develop the objectives, action items, and timelines for each goal. We gladly welcome feedback and participation from our members.

Our overall themes for the plan are: **Talent Recruitment, Strengthen the Profession, & Advocacy.**

CHAPTER

Ensure a pipeline of future professionals in the field of fundraising with a focus on entry level roles and career transitions.

Create an environment that fosters an understanding and appreciation of the fundraising profession.

Serve as a voice in improving the external conditions and influences impacting philanthropy and the fundraising profession on a national and local level.

MEMBERSHIP

Increase retention of current members, increase satisfaction and engagement of members, and recruit new members

Add value by providing tools and resources to empower members, and engage membership at all career levels.

Provide platforms for our members to engage in advocacy work.

OUTREACH

Identify key audiences, to include segmented groups of members, prospective members, sponsors, donors, and nonprofit decision makers.

Identify key messages by actively listening to other working groups in order to discern and distill key messages, and incorporate into Chapter communications.

Strengthen communication channels, acknowledging that the right message will not be heard if it's not delivered where the intended audience is ready to receive it; we are evaluating our communications and working to strengthen our channels, particularly social media.

PROGRAMMING

Ensure Charlotte area nonprofits have a strong pool of fundraising candidates by providing access to targeted programming for nonprofit leaders.

Offer strong and effective program opportunities for professionals at all levels of experience.

Educate our membership on legislative and other advocacy related issues through monthly program opportunities.