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MISSION OF THE AFP WESTERN PA CHAPTER

The Association of Fundraising Professionals Western Pennsylvania Chapter advances philanthropy by enabling people and organizations to practice ethical and effective fundraising.

CORE ACTIVITIES OF THE AFP WESTERN PA CHAPTER

The core activities through which the Western PA Chapter fulfills this mission include professional development, providing resources, networking, advocacy, recognition and promotion of philanthropy.

STRATEGIC GOALS & KEY OBJECTIVES

Goal 1 Increase the number of active, engaged members

- ⌘ Increase the number of AFP WPA members to 340
- ⌘ Maintain at least an 80% member retention rate
- ⌘ Provide Diversity Liaisons to 10 committees
- ⌘ Launch revised mentoring program and assess its effectiveness.
- ⌘ Increase member engagement in Chapter
- ⌘ Recruit and retain next generation of fundraising professionals increasing the number of 30 and under members by 10%
- ⌘ Use scholarship opportunities to help recruit and retain AFP WPA members

Goal 2 Provide relevant, high quality educational programs and networking opportunities

- ⌘ Incorporate ethics into each program
- ⌘ Expand the types of educational programs offered
- ⌘ Evaluate pricing and geography of programming
- ⌘ Initiate three new partnerships with like-minded organizations to expand program opportunities
- ⌘ Evaluate CFRE Review and Fundamentals of Fundraising courses
- ⌘ Host an annual educational forum that addresses current issues and best practices.
- ⌘ Plan programs that are profitable and contribute to the bottom line of the chapter

Goal 3 Increase the visibility and recognition of AFP as a leading resource in ethical professional fundraising and philanthropy

- ⌘ Coordinate outreach efforts to EDs and DoDs to share benefits of AFP membership
- ⌘ Increase open and click-through rates on newsletter
- ⌘ Increase the visibility of National Philanthropy Day and increase ticket sales and sponsorship revenue by 10% each
- ⌘ Increase visibility of chapter activities and resources
- ⌘ Develop and market chapter speakers bureau

Goal 4 Be effectively governed, efficiently managed, appropriately structured, and soundly financed

- ⌘ Reorganize structure of the board in support of strategic goals
- ⌘ Establish cash reserve policy and practices that enable the Chapter to invest in opportunities
- ⌘ Establish Committee on Directorship
- ⌘ Create VP of Resources Position