

AFP Greater Austin Chapter 2018-2020 Strategic Plan

The Association of Fundraising Professionals-Greater Austin Chapter promotes the value of philanthropy for a strong and vibrant Central Texas by:

Strategic Area: Community & Strategic Partnerships

GOAL 1: Capitalizing upon the Chapter's role as an influencer to build an inclusive pipeline of philanthropic leaders and strengthen strategic partnerships in Central Texas.

- STRATEGY 1:** Develop a strategic communications plan and calendar that informs AFP-Greater Austin members and the Central Texas community about our mission, impact and accomplishments.
- STRATEGY 2:** Collaborate with key community organizations who share our mission to facilitate ethical and effective philanthropy in the Central Texas.
- STRATEGY 3:** Nurture an environment that promotes inclusion within the philanthropic community by valuing different ideas and perspectives and removing barriers of participation in Chapter activities.

Strategic Area: Education and Engagement

GOAL 2: Promoting ethical and effective fundraising best practices.

- STRATEGY 1:** Leverage the Chapter's strengths in education, networking and advocacy by closely linking efforts and activities to these core areas through enhanced training and continuing education.
- STRATEGY 2:** Strengthen the Chapter's impact within the community by offering non-profit professionals access to the tools essential to adhere to fundraising best practices and serving as leaders within the sector through mentorships and access to resources.
- STRATEGY 3:** Increase awareness of the Chapter's Scholarship Program among members and across the community, with the goal of increasing the number of applicants year over year.
- STRATEGY 4:** Recognize the contributions of Central Texas philanthropists, non-profits and fundraisers throughout the year and annually celebrate the best local models of excellence on Philanthropy Day.

Strategic Area: Advocacy

GOAL 3: Advocating for the essential role of philanthropy in improving our community.

- STRATEGY 1:** Elevate the Chapter and its members to be recognized as the faces and voices of ethical and excellence in the practice of nonprofit fundraising in Central Texas.
- STRATEGY 2:** Continue to lead other Texas AFP Chapters in statewide advocacy.
- STRATEGY 3:** Proactively take the lead in promoting a philanthropy-friendly public perception and fostering policy initiatives that support both non-profit organizations and fundraising professionals in Central Texas.

Strategic Area: Infrastructure & Internal Operations

GOAL 4: Investing in the future of philanthropy by devoting resources to the Chapter's sustainability.

- STRATEGY 1:** Establish a task force to review, research, and recommend the most effective and appropriate staffing and administrative structure to support the sustainability of the Chapter for consideration by the 2018 Board of Directors.
- STRATEGY 2:** Create and document a process to orient new Board members to provide continuity from year to year.
- STRATEGY 3:** Review and refine processes to cultivate and steward sponsors, members and supporters of the Chapter.



Our Mission: To facilitate ethical and effective philanthropy in Central Texas.

Core Purpose: To foster a vibrant philanthropic community through nurturing fundraising professional excellence.

Core Values: Integrity, Inclusion, Collaboration, Professionalism, Uncrushable Optimism

For more information on AFP Greater Austin Chapter and how you can be involved, please visit our website at www.afpaustin.org