

2015-2017 STRATEGIC PLAN UPDATE

December 2016



VISION Greater Professionals, Greater Philanthropy, and Greater Community.

MISSION To facilitate ethical and effective philanthropy in Central Texas.

LEADERSHIP & STRATEGIC PARTNERSHIPS

AFP-GAC is the philanthropic thought leader and convener for community impact work.

58% complete

GOAL 1

Raise the profile of fundraising as a profession and fundraisers as a critical key to NPO success by Spring 2017.

50% complete

- New resource section added to the AFP-GAC website that highlights key non-profit leaders and perspectives from the AFP leadership.
- Philanthropy Day Task Force and marketing Strategy created.
- Targeted PR campaign planning underway to highlight successful donor/fundraiser and ED/DOD relationships.
- Partnered with Austin Community College to launch the Certificate in Effective Fundraising.

GOAL 2

Convene and connect the changing city leaders, generations and social entrepreneurs to connect new needs and new wealth.

60% complete

- Surveys completed within AFP-GAC committees to identify strategic partners, both current and future.
- Strategic Plan utilized as the framework to focus identification on expansion and development of strategic partnerships that advance the stature of fundraising and fundraising professionals.
- Strategic partnership matrix implemented to help further define and prioritize AFP-GAC's top consumers and strategic partners.

GOAL 3

Continue to transform to a proactive, inclusive organization equipping and empowering professional fundraisers to connect growing wealth to growing needs.

65% complete

- Strategic Partnership survey data guided planning, primarily focused on philanthropic and capacity-building organizations.
- Focus on outreach by the Resources & Partnerships Committee, which is currently meeting with identified existing and potential strategic partners and sponsors.
- Developed and expanded programs to meet the needs of a broader constituency.

CONSTITUENTS & CONSTITUENT SERVICES

AFP-GAC is the leader in providing education to current and future nonprofit professionals and is responsible for connecting fund development resources with our community.

55% complete

GOAL 1

Lead the Greater Austin Community to embrace philanthropy with proven best practices and ethics.

75% complete

- Continued excellent monthly programs, including speakers who are nationally prominent thought leaders in fund development.
- Aligned monthly and special programs with the strategic plan as much as possible.
- Educational opportunities provided outside of monthly luncheon programs included *Fundraising Forward*, IU fundraising certification courses, *Legislative Action Day* and the *CFRE Review Course*.

GOAL 2

Increase, enhance, continue diversity among nonprofit organizations and fundraising professionals.

70% complete

- The AFP-GAC Board participated in a 1 1/2 day Diversity Retreat, including cultural competency measurement.
- Maintained the "Friends of Diversity" designation from AFP International Headquarters (IHQ).
- Identified deficient areas of inclusion. Outreach and Membership Committees developing plans for these key areas.

GOAL 3

Broaden AFP's target audience from primarily fundraising professionals to include NEW constituents

15% complete

- Many options are presently being explored, from AFP-GAC potentially having its own membership-fee structure for ED/CEOs to a better defined definition of "member" beyond strictly those who pay for IHQ membership - i.e., donors, Board chairs, etc.

GOAL 4

Increase member engagement by 2017.

60% complete

- 10-Star Chapter designation from IHQ.
- Significant strides in the amount and value of content sharing across Facebook, Twitter and LinkedIn. (removed Instagram)
- Job Posting form built to streamline the submission process and ensure equal promotion of our job posters via social media.
- Task Force formed to discuss creation of 'recommended engagement levels' for member segments, based primarily on years of experience.
- Completed Member Engagement Survey of AFP-GAC membership.

INFRASTRUCTURE & INTERNAL OPERATIONS

AFP's Chapter infrastructure and internal operations support and sustain its position as the premier resource for thought leadership and expertise in philanthropy in Central Texas.

83% complete

GOAL 1

Review, assess and document current resources and infrastructure for sustainability.

80% complete

- Moving toward longer-range planning vs. annual planning, including a 2-year budget.
- Scope of work required of Strategic Association Management (SAM) was expanded, including work on AFP-GACs donor database, Philanthropy Day and focused stewardship support.
- Executive and Finance Committees are evaluating and re-defining AFP's business strategy. This includes looking into the potential cost/benefit and sustainability of hiring an ED.

GOAL 2

Realign roles in the organization to boost the strategic plan.

85% complete

- Realignment of the AFP-GAC Board executed to best support the strategic plan, including moving strategic partnerships to the Resource Development Committee.
- Selected, tested and implemented project management software to track progress on strategic plan objectives.

GOAL 3

Determine how chapter infrastructure and operations can best elevate fundraising and fundraising professionals in Central Texas.

85% complete

- Began monthly monitoring of committee progress on strategic plan objectives, including an infographic reporting progress 2 years through the 3-year Strategic Plan.
- Implemented the expectation for an articulated 'take away value component' from each program speaker.
- Researched, created and approved an Investment Policy and an Operating Reserves Policy.
- Updated Board position descriptions and committee descriptions to reflect realignment with the strategic plan.
- Reviewed AFP-GAC website with Blackbaud, with focus on identifying issues and opportunities. Drafted recommendations for updates.