

# AFP Rockford Chapter Strategic Goals for 2015

## Membership Committee Goals

### Overall Objectives

1. **Recruiting:** Increase new membership by 2% by December 31, 2015
2. **Retaining:** Maintain at least 80% retention rate of current members
3. **"Re-Membering":** Invite lapsed members to re-join and re-connect

### Recruiting

- Offer one **free prospective member meeting** (February).
- **Contact guests** after chapter meetings to follow up on possibility of membership and to get feedback on the meeting and chapter.
- Send **marketing piece** to potential members.
- Add more information to the membership page on our **website**.
- Make recruitment every member's accountability by offering **free lunch** coupons and providing membership materials to pass on to colleagues.
- Provide **membership information** at monthly meetings, NICNE workshops, and other events which prospects may attend.
- Offer membership **scholarships**.

### Retaining

- Work with PR Committee to **highlight individual members** through emails and Facebook, including their backgrounds, their accomplishments, educational advancements so that other members and community will appreciate the professionalism of the Association membership.
- Identify membership needs through a **phone survey**; follow up on key items and implement changes to increase member satisfaction and outreach to prospective members.
- Follow up with members who are up for renewal to assist in **renewal process**.
- Provide updated chapter and **membership information** as needed.
- Recognize all members who are **CFRE** certified at April's HYO meeting.
- Recognize **milestone membership years** (5, 10, 15, 20, etc.) with a gift at April's HYO meeting.
- Membership committee will **serve as greeters** at all chapter meetings and other events to welcome members and encourage involvement.
- **Welcome** all new and renewed members with an email including updated chapter roster, website access, upcoming events and AFP benefits.
- Offer **new member orientation** to discuss ways to benefit from AFP membership.
- Offer **Chamberlain scholarship** to 2016 AFP International Conference.

### Re-Membering

- **Follow up** with recently lapsed members to encourage re-joining.
- **Personally** contact past members and survey why they are no longer a member.
- **Invite to NPD** event to partner with and honor the philanthropic activity in the community.

## **Committee: Public Relations**

**Goal:** Promote the Rockford Area Chapter of AFP activities to members and the public

**Objective 1:** *Communicate Chapter activities to the membership.*

Action Steps:

1. Promote the Rockford chapter Facebook page for use to distribute news briefs and updates to members, recognize member and chapter accomplishments, and share articles on philanthropy
2. Maintain current information on the AFP-Rockford website as well as the International AFP website.
3. Publicize the Honor Your Own recognition opportunities.
4. Hyperlink to Constant Contact, AFP Rockford website.

**Objective 2:** *Maintain media contacts so that AFP is recognized as spokesperson in the community for the philanthropic agenda.*

Action Step:

1. Identify key spokesperson contacts by field (social services, arts, hospitals, etc.) to distribute to media and to use in releases.

**Objective 3:** *Communicate Chapter activities to the public.*

Action Steps:

1. Issue press releases announcing chapter achievements, meetings, conferences and award winners.
2. Invite media for photo opportunities to public AFP events.

**Objective 4:** *Support Chapter Activities including Honor Your Own and National Philanthropy Day.*

1. Participate in committee to determine possible PR opportunities
2. Invite media to public AFP events.

**Objective 5:** *Maintain and update Chapter's website and IHQ's website space for Chapter news.*

Action Steps:

1. Collect board member updates for the website (ie: philanthropy day, membership, etc.)
2. Post meetings/news/events on IHQ's website.
3. Consider linking to member websites on the non-confidential page.

## **Professional Advancement Committee**

**GOAL:** Offer pertinent fundraising and development education opportunities for members and prospective members.

**OBJECTIVE 1:** *Offer 4 (to 6) educational programs for individuals at membership meetings geared to mid-high-levels of fundraising experience.*

- Action Step 1:** Ensure programs qualify for qualify for CFRE continuing education credit
- 55 minutes in length
  - Speakers address one of the six fundraising content areas identified by CFRE (prospect identification, solicitation, donor relations, volunteerism, management and stewardship).
  - Submit program schedule to CFRE International for Continuing Education approval.
- Action Step 2:** Promote programs on Website calendar, with one quarter year schedule posted in advance.
- Action Step 3:** Provide program evaluations for members to complete at every monthly meeting and review them at committee meetings.
- Action Step 4:** Seek to coordinate the scheduling of prominent speakers from Madison, Milwaukee, Indiana, and Chicago.
- Action Step 5:** Seek program sponsor to lower member rate for lunch programs.
- Action Step 6:** Work with NIPGC to host a ½-full day Fundraising Day in fall 2015.

**OBJECTIVE 2:** *Promote and manage annual professional advancement scholarships (Chamberlain & Chapter Scholar for International Conference, CFRE and annual Fundraising Day) and recruit member(s) who qualify for each .*

- Action Step 1:** Promote scholarship availability to members at chapter meetings and on website.
- Action Step 2:** Include Annual Conference scholarship information in e-blast in beginning July 2015.
- Action Step 3:** Update Chamberlain/Chapter Scholarship application form for 2016 International Conference and make it available at meetings and online as available from IHQ.
- Action Step 4:** Committee review applications and presents recommendations of winners to the AFP Board by October 31, 2015. Notify scholarship winners and AFP Headquarters by November 1, 2015 or by deadline date if earlier.

**OBJECTIVE 3: Support members in their quest for information by promoting partner organizations' educational programs and pointing members toward resources to enrich their fund development career.**

- Action Step 1:** Encourage members to consult the AFP website for educational resources and valuable fundraising tools.
- Action Step 2:** Provide members with information regarding related educational opportunities through NIPGC, NICNE, etc. as well as regional AFP educational programs, such as Chicago, Madison, Milwaukee, and Quad Cities area.
- Action Step 3:** Encourage members to share resources that can benefit other members, such as webinars, printed materials and online marketing.
- Action Step 4:** CFRE Accreditation
- A:** Motivate members to actively seek CFRE Accreditation by providing support through mentoring, educational resources and financial assistance.
  - B.** Provide support and resources to those members privately seeking their CFRE Accreditation.
  - C.** Promote and support CFRE review if interest exists.

**OBJECTIVE 4: Provide opportunities for prospective members.**

- Action Step 1:** Explore possible mentorship program/initiatives
- Action Step 2:** Support and assist with any AFP membership benefits or new member orientation program initiated by the Membership Committee.
- Action Step 3:** Identify and promote impromptu facilitated discussions around local hot topics for members of the non-profit community

## **Committee: National Philanthropy Day**

**Objective 1: Building upon success of previous National Philanthropy Day events, plan and implement a 2015 celebration that will engage community members, create awareness and honor local philanthropy and philanthropists.**

Action Steps:

1. Recruit at least one new member for the National Philanthropy Day committee and confirm previous committee members will participate in 2015. Plan first committee meeting for May 2015. Committee will develop timeline and marketing strategies focused on the successful execution of the 2015 National Philanthropy Day event.
2. Work with AFP Public Relations committee to develop and implement marketing plan, and discuss how we may use social media to promote NPD.
3. Work with membership committee on ideas to market the event, determine if ideas and suggestions presented in the National Philanthropy Day orientation call may be included in our plan.

**Objective 2: *Secure at least two nominations for all award categories.***

Action Steps:

1. Review online application process and make necessary changes required to make it more user friendly.
2. Committee members will attend meetings in the community to speak about NPD, the nomination categories, the nomination process and if asked, may provide samples of previous applications. Examples of meetings to attend: United Way monthly meetings, Monthly staff meetings at Rock Valley College, NIPGC meetings, and any other applicable meetings that the committee members may be involved in (i.e. board meetings, Transform Rockford committees, etc...)
3. Ask each agency who is a member of AFP to nominate at least one individual, or, encourage another individual/agency to provide a nomination
4. Divide membership list among committee members and make personal phone calls to solicit nominees, if needed.
5. Send "save the date and start thinking of nominees" notices to chapter members early and often using email and AFP meetings
6. Utilize our local AFP Facebook page to promote and solicit nominees
7. Should a nominee wish to attend and is not being paid for by their nominator, committee may approach the top sponsor on donating additional seats from their second table if table is not being utilized.

**Objective 3: *Organize and execute NPD event.***

Action Steps:

1. After reviewing events and activities scheduled on Tuesday's in November, choose a date and present it as an option at the April meeting.
2. Review schedule from 2014, make necessary tweaks and utilize the same format.
3. Once date is set, secure location and confirm other logistical details

4. Recruit event sponsors
5. Select menu
6. Set ticket price
7. Identify and secure Emcee
8. Research and select awards for recipients
9. Recruit items for “swag bags” for each recipient
10. Review options for theme and decorations; make final selection
11. Determine room layout and process for greeting attendees and registration table
12. Explore ways to make nominees feel special at event (i.e. special seating, flowers, ribbons on nametags)
13. Recruit AFP members to help with day-of-event duties and responsibilities
14. Prepare outline script for Emcee to include invitation to recipients to make brief comments
15. Determine Past Recipients and recognize them as such at the event
16. Provide pleasant online ticket purchasing experience
  - a. Offer meal choice option during ticket purchase.
  - b. Offer option of multiple tickets purchased at once.
17. Press release to the media leading up to the event

**\*\*\*\* New for 2015**

**As a way to feature and recognize all of the philanthropic organizations in our community a slide show will be created. The show will have photos of hospitals, schools, non-profit organizations, churches, etc., and will remind all of us of the resources we have available to us. Kay Larrick has offered to create and present this new program addition.**

**Objective 4: Utilize marketing plan and strategy to attract previous event attendees as well as new guests and sponsors**

Action Steps:

1. Beginning in April or May, send electronic “news flashes” and teasers about the event. Highlight previous winners and use the thank you letters from previous recipients to generate an emotional buy in.
  - a. Utilize Facebook to highlight past winners (i.e. highlight 2 winners a month leading up to the event)
2. Have the NPD committee review the mailing list and also send it to individuals who are members of AFP to get their input. Pay special attention to who is NOT on the list.
3. Create logo/invitation/determine if we want to keep the same branding
4. Research pricing for printing and select printer
5. Complete mailing of invitations
6. Secure committee member to receive and record reservations
7. Work with the PR committee to promote the event and promote as much as possible through social media – ask previous recipients to give a testimonial
8. Make personal phone calls to recruit attendees if needed

**Objective 5: *Reevaluate mailing information to reduce costs, be “green” and reach a wide audience***

Action Steps for Save the Date and event invitations:

1. Constant contact
2. Media
3. E-mail
4. Social networks
5. AFP members
6. Past recipients and community members

**Objective 6: *Set an example of excellent stewardship toward our sponsors of the NPD event.***

Action Steps:

1. Send appropriate thank you notes to sponsors
2. Include sponsor recognition at the event on programs, from podium and in person.
3. Include AFP Chair in working through proper thank you's.
4. Continue to include sponsor ribbons on nametags
5. Mail sponsors a printed photo of the award winners (group photo) as an additional stewardship touch after the event

**Committee: Reservations**

- 1) To provide a notice about upcoming meetings on or around the first of each month and to ensure that it is done with excellence and accuracy.
- 2) To provide a reminder on the Monday of the week before the upcoming meeting and to ensure that it is done with excellence and accuracy.
- 3) To communicate with the facility by their requested deadline the number of participants attending the monthly meeting as well as the appropriate AFP board members.
- 4) To provide a list of attendees for chapter meetings.
- 5) To send out notices at the request of AFP board members for other events.
- 6) To communicate with Chapter Administrator to ensure we keep accurate, up-to-date email lists on file, including the addition of new members, the removal of past members and the clean-up of bounce-backs.

**Committee: Every Member Campaign**

1. Meet goal assigned by AFP International
2. Achieve 100% participation by board members
3. Make a standing agenda item at each membership meeting.

### **Committee: Honor Your Own**

**Objective:** Coordinate Honor Your Own Volunteer Recognition event for the April 2015 Chapter meeting.

- Recruit new committee members
- Refine nomination forms to make them more user friendly
- Announce event and provide nomination forms at the February and March Chapter Meetings
- Send electronic Save-the-date for the 4/21/15 HYO luncheon by 2/17/15
- Post Nomination Forms on AFP website by 2/17/15
- Create awards for all Honorees for presentation on 4/21/15
- Prepare a program to highlight and celebrate each volunteer's contributions
- Invite past Presidents of the Rockford Chapter as our "own" honorees for this, the 31<sup>st</sup> year of the Rockford Chapter

### **Committee: Nominating**

**Objective:** Submit a complete slate of committee chair and officer nominees for the 2016 Board of Directors for the Rockford Chapter prior to the deadline determined by AFP International.

- Set a calendar for 2016 nomination process
- Review current board members and determine open committee chairs and officer positions for 2016
- Review current AFP members for potential nominees
- Convene a meeting of the nominating committee (president, president elect and immediate past president) to begin the process; review open spots and potential candidates/assign calls to make/report back results. Hold subsequent meetings, as needed, to fill the slate
- Prepare and submit a slate of nominees to be presented to the membership for a vote at the December meeting
- In the event of a resignation, recruit a replacement for the open position.