



AFP PARTNER PROSPECTUS



Vision

To stimulate a world of generosity and positive social good through fundraising best practice.



Mission

The Association of Fundraising Professionals empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy.





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About AFP



26,000+
Members



48
Countries
Represented



\$100 Billion
Money Raised
Annually

Experienced leaders with
60% at director level or above



Representing Key Sectors

Including education, healthcare, arts/cultural, faith-based, and emergency/relief services



About the AFP Partner Program



The AFP Partner Program provides a powerful, year-round platform to engage our community of 26,000+ influential fundraisers.

An initial group of two partners in 2018 is now a diverse roster of 20 industry leaders whose technologies are disrupting the fundraising industry.

The AFP Partner Program connects our members with best-in-class products that improve their effectiveness and make their organizations more impactful for the causes they serve.

AFP Partners can build multi-channel sales and marketing campaigns that pursue key business objectives including:

- Brand awareness
- Thought and industry/sector leadership
- Data capture & demand generation
- Workforce development
- Corporate social responsibility



How Does the Partner Program Work?



Core Benefits + Curated Opportunities = Your AFP Partnership

The AFP Partner Program is structured without preset packages. **We customize each partnership** based on your business objectives, deliverables of interest, and budget. Partner levels are then determined by the total invested:

- Strategic Partner \$100,000+
- Impact Partner \$75,000+
- Development Partner \$50,000+
- Visionary Partner \$25,000+
- Industry Supporter \$10,000+

Each Partner level includes a base cost for **core benefits**, and value-added branding and promotion:

- Strategic Partner \$50,000
- Impact Partner \$37,500
- Development Partner \$25,000
- Visionary Partner \$12,500
- Industry Supporter \$5,000

Core Benefits + Curated Opportunities = Your AFP Partnership

Once core benefits are selected, you build out your partnership with deliverables like **event sponsorships, webinars, sponsored content, social media posts, and digital advertising.** You can also invest in strategic initiatives around professional development support, scholarship programs, DEI and Leadership Development.

How Will Your Organization Benefit?

There is unqualified value in brand alignment with the world's largest society of fundraising professionals. For companies that have invested or have interest in standalone opportunities, an AFP Partnership can provide **higher levels of event sponsorship, additional thought leadership opportunities, and value-added branding and promotion.** The more you invest, the more discounts AFP can apply to your Partnership package.



Partner Levels & Core Benefits

	CORPORATE PARTNER <i>Benefits (Scaled level of support)</i>	STRATEGIC PARTNER \$100,000	IMPACT PARTNER \$75,000	DEVELOPMENT PARTNER \$50,000
PARTNERSHIP ANNOUNCEMENTS & BRANDING	Partnership Announcements including Press Release	✗	✗	✗
	Logo and description on AFP Partners page	✗	✗	✗
	Branding through AFP website, social, events, publications	✗	✗	✗
	Access to the AFP Partner Portal to track deliverables, contracts, and other information	✗	✗	✗
	Partner microsite on <i>afpglobal.org</i>	✗		
CHAPTER ENGAGEMENT	Credit towards AFP Global partnership, based on financial support of AFP Chapters	50% of total, max. \$20,000	50% of total, max. \$15,000	50% of total, max. \$10,000
	Access to AFP Chapter contact and event list	✗	✗	✗
	Featured Partner Spotlight in Chapter E-Newsletter	4x/year	2x/year	1x/year
	Featured Partner Spotlight in AFP channels	4x/year	2x/year	1x/year
LEADERSHIP ENGAGEMENT	AFP Associate Individual Memberships	Ten (10)	Seven (7)	Three (3)
	Access to AFP survey and research data	✗	✗	
	Opportunity for annual AFP member focus group	✗	✗	
	Opportunity for annual market research survey	✗		
	Access to AFP executive and volunteer leadership at AFP convenings	✗		
	Opportunity for sponsor AFP strategic Initiatives*	Unlimited	Up to 2	1

*Additional investment required for strategic initiative sponsorships

Partner Levels & Core Benefits Continued

 AFP Partner Program Association of Fundraising Professionals	CORPORATE PARTNER <i>Benefits (Scaled level of support)</i>	STRATEGIC PARTNER \$100,000	IMPACT PARTNER \$75,000	DEVELOPMENT PARTNER \$50,000
CONFERENCES & EVENTS	Full Conference registrations for AFP ICON	15	10	5
	Discount on booth space at AFP ICON	20% Discount	15% Discount	10% Discount
	Discount on sponsor packages	20% Discount	15% Discount	10% Discount
	Additional Priority Points for Booth Selection	Twenty (20) additional Priority Points	Ten (10) additional Priority Points	Seven (7) additional Priority Points
	Tickets to the AFP ICON attendees' party	Ten (10) additional tickets	Four (4) additional tickets	Two (2) additional tickets
	Attendee mailing list (name, title, company, location)	✕	✕	✕
METRICS	Analytics report for marketing campaigns and professional development deliverables	Monthly	Quarterly	Bi-Annual
MULTI-YEAR DISCOUNT		15%	10%	5%
INCLUDED BENEFITS VALUE		\$50,000	\$37,500	\$25,000

Partner Levels & Core Benefits Continued

	CORPORATE PARTNER	VISIONARY PARTNER	INDUSTRY SUPPORTER
	Benefits (Scaled level of support)	\$25,000	\$10,000
PARTNERSHIP ANNOUNCEMENTS & BRANDING	Partnership Announcements including Press Release	X	X
	Logo and description on AFP Partners page	X	X
	Branding through AFP website, social, events, publications	X	X
	Access to the AFP Partner Portal to track deliverables, contracts, and other information		
	Partner microsite on afpglobal.org		
CHAPTER ENGAGEMENT	Credit towards AFP Global partnership, based on support of AFP Chapters	50%, max. \$5,000	
LEADERSHIP ENGAGEMENT	AFP Associate Individual Membership	One (1)	
CONFERENCES & EVENTS (CHOOSE 1)	AFP ICON Sponsorship Package (ask for more details)	Silver	Bronze
	AFP LEAD Sponsorship Package (ask for more details)		Program
BRAND AWARENESS OPPORTUNITIES (CHOOSE 1)	Professional Development		○
	Social Media		○
	Digital Advertising		○
	One (1) AFP Associate Individual Membership		○
METRICS		By Request	
MULTI-YEAR DISCOUNT		2%	
INCLUDED BENEFITS VALUE		\$12,500	

Opportunities for Strategic Support

We welcome custom partnerships to support initiatives including but not limited to:



Through research, education and training, support, and spreading awareness, AFP is committed to the principles of inclusion, diversity, equity and access (IDEA) to create a fundraising profession that is not only diverse, but inclusive and equitable.



The AFP IDEA: Women's Impact Initiative was established in 2018 to provide skills and training so that fair and equitable salaries can be negotiated; to provide resources to create workplaces that are against harassment in all its forms; and develop mentoring programs, as well as research and other services, that can break barriers and create new opportunities for women in fundraising.



The AFP IDEA: Emerging Leaders Initiative seeks to prepare people new to the fundraising profession to take on leadership roles; raise awareness of service, community and impact among youths; prepare college students to move into the fundraising field; and educate senior professionals about the importance of mentoring.

Scholarships



The backbone of the AFP Foundation for Philanthropy's mission, AFP and the AFP Foundation provide hundreds of scholarships every year for fundraisers — both AFP members and non-members — to help them elevate their professional skills through education, networking, leadership development, and more. Our scholarships serve young professionals, those who self-identify as diverse, those new to the profession, and all fundraisers who need these resources and opportunities.

Professional Development



AFP offers a variety of professional development programs throughout the year—from webinars and videos to articles and resources—to help fundraisers learn and grow at every stage of their careers. Some offerings are subsidized or provided free of cost through the AFP Foundation for Philanthropy and/or through AFP's partners and sponsors.



Deliverable Metrics



Email Blasts

-  **Delivered: ~25,000**
-  **Opened: ~5,000 (25%)**
-  **Clicked: ~150 - 600 (1-3%)**

Sponsored Content in AFP Daily

-  **Delivered: ~25,000**
-  **Opened: ~5,000 (25%)**
-  **Clicked: ~15**

Banner Ads

Normally AFP offers ad placement on the AFP Global website based on set Impression levels

Homepage Banner Ads:
~25-30 clicks per month

Internal Ads:
~20-25 clicks per month
(placed in dedicated multi-page "areas" of the site)

Social Media Audiences

 **72,000+**  **33,000+**
 **18,000+**

Webinar Attendance

(opportunity for data capture from attendees)

Sponsor-led:

300-1000

AFP-led:

100-200



Sessions that are CFRE-eligible garner larger attendance numbers; typically 15-20% higher

Event Attendance

AFP ICON: 3,000 - 4,000

AFP LEAD: 500 - 600





A comprehensive list of AFP's Existing Partners can be found at: afpglobal.org/afppartners



Next Steps

Partner with AFP – the most impactful channel to reach fundraising decision-makers

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