

AFP CHICAGO STRATEGIC PLAN 2011 – 2013

Goals and Strategies

GOAL 1. AFP Chicago members are knowledgeable, effective and responsible fundraisers.

Strategy A: Research, develop and implement strategic education opportunities relevant to member needs and the changing landscape.

Strategy B: Design and integrate educational programming that creates pathways for career development.

GOAL 2. AFP Chicago is the source for ethical fundraising expertise in the Chicago metropolitan area.

Strategy A: Clarify and lay the groundwork for a sustainable program in ethics.

Strategy B: Develop and implement an intentional marketing plan to position AFP Chicago as the source for ethical and knowledgeable fundraising in the Chicago metropolitan area.

Strategy C: Refresh the AFP Chicago case statement to reflect our current role and commitment to building community.

GOAL 3. AFP Chicago is a robust member-focused organization.

Strategy A: Define the ultimate “member experience” and develop a strategy to integrate the elements into the culture of AFP Chicago.

Strategy B: Define the different ways members “engage” with AFP Chicago and develop strategic approaches that value and address engagement at all levels.

Strategy C: Analyze member needs and satisfaction on an ongoing basis.

GOAL 4. AFP Chicago will continually build capacity to serve our diverse membership, build community, and achieve our organizational goals.

Strategy A: Develop and implement a full and healthy recruitment, engagement, and assessment process that supports sustainable board leadership.

Strategy B: Continually build AFP Chicago’s financial capacity.

Strategy C: Continually develop and implement a robust process that engages committee membership and volunteer leadership.