



## **FORT WORTH METRO CHAPTER, TEXAS 2017 -2019 STRATEGIC PLAN**

### **VISION**

To stimulate a community of generosity and positive social change through fundraising best practice. Our members are resources for all things philanthropic in their communities.

### **MISSION**

Advancing philanthropy and professional development through professional education, networking and advocacy.

### **GUIDING PRINCIPLES**

#### **Creativity and Innovation**

Understanding that our focus is on service to our members and that it is provided in a timely and thoughtful manner while being open to new ideas, and striving to exceed expectations.

#### **Philanthropy**

Believing that ethical and effective fundraising is the cornerstone of philanthropy and that philanthropy changes the world.

#### **Inclusivity**

Seeking to include all sections of society in our chapter membership while striving to share a quality range of subjects impacting professional fundraising and fundraisers.

#### **Diversity**

Embracing differences in the fundraising community, with a commitment to understanding and addressing the shared and unique needs of all chapter members.

#### **Excellence**

Providing our fundraising community with the highest quality of knowledge, research, advocacy, career support, news and information, strategic alliances, and related tools and insights to foster success.

#### **Integrity**

Conducting business according to the highest ethical principles and serving as trustworthy stewards of our resources.

#### **Collaboration**

Recognizing that we can accomplish our purpose only with the strong support and partnership of other individuals, AFP chapters, and other groups who share our mission.



## **GOALS**

*Maintain and enhance an effective chapter structure with sustainable operations and transparency.*

### **Objectives:**

- Review and revise organizational structure to ensure support of strategic plan.
- Manage finances as responsible stewards.
- Monitor governance process.
- Maintain IHQ Chapter designations.
- Report to membership about Chapter governance and operations.

*Deliver high quality professional development and training.*

### **Objectives:**

- Prepare an annual plan for education and training for all levels of development professionals incorporating International AFP initiatives regarding ethics and diversity/inclusion.
- Collaborate on educational opportunities with other chapters and professional fundraising organizations.
- Maintain leadership in CFRE certification among our members.

*Recruit and retain members through engagement and inclusivity so as to result in a 5% increase annually.*

### **Objectives:**

- Retain current members so as to meet membership goals.
- Recruit new members so as to meet membership goals
- Support the professional development needs of the current membership base.
- Provide opportunities for networking and active member engagement.

*Increase community awareness of the chapter's role as a leader in ethical, professional fundraising and philanthropy.*

### **Objectives:**

- Create and maintain an annual communication plan to engage a variety of individuals and organizations.
- Plan, implement and promote AFP leadership role in fundraising through National Philanthropy Day (NPD)