

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day[®]

Sponsorship Packet

Monday, November 23, 2026

11:30 AM-1:00 PM

Grandover Resort

1000 Club Rd.

Greensboro, NC 27407

Presented by



SouthernFirst



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National Philanthropy Day®

Dear Friend,

On November 23, 2026, the North Carolina Triad Chapter of the Association of Fundraising Professionals (AFP) will host its annual National Philanthropy Day Luncheon at the Grandover Resort in Greensboro, NC. Each year, this event honors individuals and organizations across the Triad that have made significant contributions through their leadership, volunteer service, and philanthropy.

The luncheon brings together community leaders, business professionals, non-profit organizations, and honorees in celebration of the spirit of giving that is alive and well in the Triad. We will recognize recipients in the following categories:

- Lifetime Achievement in Philanthropy
- Legacy of Philanthropic Impact
- Champion of Diversity
- Outstanding Philanthropist
- Outstanding Business in Philanthropy
- Outstanding Philanthropic Organization
- Outstanding Emerging Philanthropist
- Outstanding Youth in Philanthropy
- Outstanding Volunteer Fundraiser
- Outstanding Fundraising Professional

Each honoree receives two complimentary tickets! We invite you to join us as a sponsor this year as we recognize individuals and organizations that are “Changing the Triad with a Giving Heart.” The attached information packet highlights our National Philanthropy Day sponsorship levels. Your investment will honor and celebrate those who have enriched the Triad through their giving, volunteerism, or professional service.

Please feel free to reach out to one of us if you have questions. You may also visit afptriadchapter.org/nationalphilanthropyday for more information. Thank you for your consideration and for all that you and your colleagues are doing by “Changing the Triad with a Giving Heart.”

Sincerely,

Erin Kennedy Craver
National Philanthropy Day Co-Chair
ecraver@kaleideum.org

Noelle Stevenson
National Philanthropy Day Co-Chair
n.stevenson@ymcanwnc.org

Jennifer Sholund
President, AFP Triad Chapter
jennifer.sholund@advocatehealth.org

Information on awards, sponsorships, and event details can be found at www.afptriadchapter.org/nationalphilanthropyday

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SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	PRESENTING SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,250	TABLE SPONSOR \$750	GIVING HEART SPONSOR \$250
Recognition from Stage	YES	YES	YES		
NPD Event Signage	PREMIUM	YES	YES		
“Spirit of Philanthropy” Honoree	2	1	1	1	1
Reserved Seating at NPD Luncheon	2 TABLES (16 SEATS)	1 TABLE (8 SEATS)	1 TABLE (8 SEATS)	1 TABLE (8 SEATS)	2 SEATS
Sponsorship Recognition at Table	YES	YES	YES	YES	
NPD Email Invitation Presence	NAME & LOGO	NAME & LOGO	NAME	NAME	
NPD Event Program Presence	FULL PAGE	FULL PAGE	HALF PAGE	NAME	NAME
AFP Website Presence	PROFILE & LINK	NAME & LOGO	NAME	NAME	
AFP Chapter Monthly Email Presence	LOGO & LINK	NAME & LINK	NAME		

Additional seats are available for purchase (2 max per table) at \$75 per ticket. Max seats per table is 10.

As an official sponsor of the Triad's National Philanthropy Day event, you will have the opportunity to recognize someone special from your organization as a “Spirit of Philanthropy” Honoree. Honorees may be an individual or couple who you would like to recognize for their dedication and support of your organization. Honorees will be recognized on the website, in print media, and with a premier award, which you will be able to present at time and place that best honors your recipient and organization.

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SPONSORSHIP AGREEMENT

Name of Sponsor, Company, or Organization _____

Name as it should appear in print: _____

Contact Person: _____

Contact Phone & Email Address: _____

Organization Address: _____

City, State, Zip: _____

Organization Website: _____

Selected Sponsorship Level:

_____ Presenting Sponsorship \$5,000

_____ Gold Sponsorship \$2,500

_____ Silver Sponsorship \$1,250

_____ Table of Philanthropy Sponsorship \$750

_____ Giving Heart Sponsorship \$250

_____ *We will recognize a Spirit of Philanthropy Honoree

_____ **We would like to purchase _____ additional seats (2 max per table) at \$75 per ticket. Max seats per table is 10.

*This selection differs from previously nominated honorees and can be added to any sponsorship or selected as an individual item.

**This selection allows sponsorships that include tables to purchase additional seats.

Name of Honoree(s): _____

Signature of Sponsor Contact: _____

_____ Please send me an invoice for payment

Please remit payment to: AFP – NC Triad

Send to: Alyssa Fuentes

AFP – NC Triad Chapter

PO Box 92

Kernersville, NC 27285

afptriad@gmail.com

Upon receipt of this agreement, a member

of the National Philanthropy Day Planning

Committee will contact you regarding additional

details and required information.

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SAMPLE MARKETING

Press Release Sample



NC Triad Chapter
Association of Fundraising Professionals
PO Box 25334
Winston-Salem, NC 27114
www.afptriadchapter.org

Media Contacts:
Altina Layman, AFP Triad Chapter President, 336-553-6625, altinal@fellowshiphall.com
Ashley Raper, National Philanthropy Day Chair, 336-430-0704, ahraper@guilford.edu

FOR IMMEDIATE RELEASE

The Association of Fundraising Professionals Honors Triad-Area Philanthropists

The Triad Chapter of the Association of Fundraising Professionals is pleased to announce the 2022 National Philanthropy Day Award Recipients. Their philanthropic contributions to the Triad community will be celebrated on November 21, 2022, at Grandover Resort and Conference Center.

National Philanthropy Day, presented by Fox8, UNC Greensboro, Cone Health, and the Association of Fundraising Professionals Triad Chapter, celebrates the many contributions of philanthropists from across the Triad, recognizing individuals, businesses, families, foundations, and organizations who are "Changing the Triad with a Giving Heart." For more information or to purchase tickets, please visit <https://www.afptriadchapter.org/npd2022>.

2022 National Philanthropy Day award recipients include:

Lifetime Achievement in Philanthropy
Dale E. "Dek" Driscoll

Outstanding Philanthropist - Greensboro
Mae Douglas

Outstanding Philanthropist - High Point
Jordan Washburn

Outstanding Philanthropist - Winston-Salem
Kay Donahue

Inclusion, Diversity, Equity and Access (IDEA) Award - Winston-Salem
Ercell and Linda Tate

Inclusion, Diversity, Equity and Access (IDEA) Award - Greensboro
AARP NC

Outstanding Emerging Philanthropist
Stephanie Wilkerson

Outstanding Fundraising Professional
Beth Fischer

Outstanding Youth in Philanthropy
Lexi Olive

Outstanding Business in Philanthropy - Greensboro
Pest Management Systems, Inc.

Outstanding Business in Philanthropy - Winston-Salem
Truliant Federal Credit Union

Outstanding Philanthropic Organization
The Leon Levine Foundation

Outstanding Volunteer Fundraiser - Greensboro
Amy Meinecke

Outstanding Volunteer Fundraiser - Winston-Salem
Capital Campaign Tri-Chairs - Danny Newcomb, Anc Newman, and Jason Wenker

Outstanding Volunteer Fundraiser - Randolph County
Joy Hicks

National Philanthropy Day 2022 is supported by these generous sponsors:

Presenting

UNC Greensboro
WGHP Fox8
Cone Health

Gold

Novant Health Forsyth Medical Center Foundation

Silver

Arbor Acres
Atrium Health Wake Forest Baptist
Family Services of Forsyth County
Salem One
The Salvation Army of Greater Winston-Salem
Triad Business Journal

Spirit of Philanthropy

AuthoraCare Collective
CapDev
Crisis Control Ministry
Crosby Scholars Community Partnership
Crossnore Communities for Children
Fellowship Hall
Greensboro Science Center
Guilford College
Habitat for Humanity of Greater Greensboro, Inc.
Kay Donahue
Pest Management Systems, Inc.
Second Harvest Food Bank of Northwest NC
Senior Services, Inc.
The Community Foundation of Greater Greensboro
Trellis Supportive Care
Truliant Federal Credit Union
United Way of Greater Greensboro
Victory Junction

About AFP Triad: The Triad Chapter of the Association of Fundraising Professionals is committed to fostering the professional development and growth of fundraising executives in the Triad region of North Carolina. Our national association represents thousands of fundraisers throughout the world. The AFP Triad Chapter promotes the highest professionalism and accountability in philanthropic fundraising. Members are distinguished by altruistic service to the mission of their organization. With nearly 150 active members, the AFP Triad Chapter hosts monthly educational luncheons and an annual conference. Its membership network offers an impressive depth of industry expertise and peer support.

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SAMPLE MARKETING

Sample Printed/Digital Ad

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GIVING GUIDE



2022 SPONSOR
 NC Triad Chapter of the Association of Fundraising Professionals
 PO Box 2334, Winston-Salem, NC 27114
www.afptriadchapter.org
 Association of Fundraising Professionals NC Triad Chapter

MISSION STATEMENT
 The NC Triad Chapter of the Association of Fundraising Professionals serves as the regional portal for advancing philanthropy by promoting:
 • Professional Development
 • Best Practices
 • Ethical Standards

GOALS
 Search for your next position or post a job opening on the AFP Triad Chapter website: www.afptriadchapter.org or call our office for assistance.
 AFP members have access to the national job openings site.



YEAR ESTABLISHED
 1991

AREA SERVED
 Winston-Salem, Greensboro, High Point, Burlington, Asheville, Thomasville, and all other surrounding towns and communities.

NC Triad Chapter of the Association of Fundraising Professionals

ABOUT THE ORGANIZATION

The North Carolina Triad Chapter of the Association of Fundraising Professionals promotes philanthropic support for organizations and causes across the Triad. Through the highest professional standards and accountability, members of the organization serve to connect community support and resources to organizations of all ages and sizes in fulfillment of their mission. The NC Triad Chapter has nearly 150 members with an impressive depth of industry expertise. The Chapter hosts a variety of educational and networking activities throughout the year published online at www.afptriadchapter.org.

MEMBERSHIP BENEFITS: BEST PROFESSIONAL VALUE IN THE TRIAD

Membership in the NC Triad Chapter of AFP comes with a variety of benefits that are useful and helpful to fundraising professionals from nonprofits and philanthropic organizations of all sizes. Benefits include:
Educational Events - Hosted monthly, these luncheon educational meetings help busy working fundraising professionals hone their skills and connect with peers. Topics vary and are announced in advance. Registration fees are discounted for members.
Webinar Series - The AFP Webinar Series offers viewing of AFP educational workshops on a variety of topics. Registration fees are discounted for AFP members.
Members-Only Networking Events - Bringing fundraising professionals together for in-person, after-work networking events, these networking events help members connect with peers for information sharing and support. Events are held throughout the year at locations across the Triad and are only open to Chapter members.
Mentor Program - The Chapter's Mentor program provides a one-

on-one opportunity for new fundraising professionals to connect with professionals with extensive experience in philanthropy. The mentor program is only available to Chapter members.
North Carolina Philanthropy Conference - This annual conference provides an opportunity for professional development, networking and connection with national experts and fundraising peers across the state. Registration discounts are available for AFP members.
National Philanthropy Day - Each year, the Chapter hosts a celebration of philanthropy and giving across the Triad, recognizing those individuals who are "Changing the Triad with a Giving Heart."
Leadership Development - Through service on the Chapter Board of Directors or a working chapter committee, members can connect with peers and develop professional leadership skills.
Membership information is available online at www.afptriadchapter.org

EXECUTIVE COMMITTEE

Alicia Layman President Director of Development Fellowship Hall	Public Relations Family Services of Forsyth County	Edna Moore-Johnson IDEA Committee, Vice Chair Executive Director Read Write Spell
Christina Byrd President-Elect Director of Development & Communications Habitat for Humanity of Greater Greensboro	Eric Durham NPD Committee Financial Representative Northwestern Mutual	Mary Ellen Poe By The Cause Committee Immigration Services Coordinator Church World Service
Heather Egan, CFRE Past President Development Officer Novant Health Foundation	Victoria van Dahlen Membership Committee Development & Agency Relations Manager Experiment in Self-Reliance	Kayla Gray IDEA Committee Philanthropy Officer Cone Health
Lucia Higgins, CFRE Secretary Assistant Director, Philanthropy and Public Relations Family Services of Forsyth County	Elizabeth Freese, CFRE Membership Committee Chair Director of Development for Major Gifts Guilford College	Shana Helms Awards & Scholarship Committee Executive Director, Triad Region Crescent Communities for Children
Mike Durren, CFRE Treasurer Executive Director Feeding the Carolinas	Leahuel Gitting II Marketing Committee Chair Vice President, Advancement & Alumni Relations Guilford College	Alley Raper NPD Committee Strategic Planning Committee Special Assistant to the President for Special Projects Guilford College
Rev. Dr. George Banks NPD Committee Director of Philanthropy Crisis Control Ministry	Tempe Hayes Programs Committee Strategic Planning Committee Director of Leadership Group Victory Junction	Kassia Richards NPD Committee Director of Philanthropy IFS Solutions
Beth Beaman NPD Committee Nonprofit Specialist Salem One	Jan Knox Programs Committee Associate Vice President, Marketing, Communications, & GTCC Foundation Guilford Technical Community College	Paul Rios, CFRE IDEA Committee, Co-Chair Vice President of Marketing & Development AuthorCare Collective
Catrina Bergslien NPD Committee	Shannon Hark Membership Committee	Cindy Sticklefield, CFRE Marketing Committee Philanthropy Officer Atrium Health Wake Forest Baptist
Beth Beale, CFRE By The Cause Campaign Chair Campaign & Individual Gifts Manager Second Harvest Food Bank of NIMC	Beth Forrester Awards & Scholarships Committee Vice Chair Vice President, Donor Relations Tetra Supportive Care	Leah Weaver Chair, Strategic Planning Committee Senior Director of Philanthropy Marsch
Brandon Cathey Awards & Scholarships Committee, Chair Senior Advancement Officer Crescent School & Children's Home	Anne Garvey Marketing Committee Director of Development & Stewardship Winston-Salem Foundation	Richard Whittington Programs Committee Associate Vice Chancellor for Advancement North Carolina School of the Arts
Rogina Craven Marketing Committee Manager of Philanthropic Communications and	Shannon Neal, CFRE Awards & Scholarships Committee Individual Giving Manager Tetra Supportive Care	



BE INSPIRED
NOVEMBER 21
11:30-1:00

Grandover Resort and Conference Center

1000 Club Road, Greensboro, NC 27407

For more information and to purchase an individual ticket, please visit afptriadchapter.org

Each year, the Triad Chapter of the Association of Fundraising Professionals, in partnership with generous sponsors, honors individuals and organizations that have made significant contributions to the Triad through their leadership, volunteer service and philanthropy. Thank you for celebrating the spirit of giving that makes the Triad a rich and vibrant community.

Presented by



NATIONAL PHILANTHROPY DAY® 2022

Announces the following honorees:

Lifetime Achievement in Philanthropy Dale E. "Dek" Driscoll Nominated by Senior Services, Inc. and Centenary United Methodist Church	Outstanding Volunteer Fundraiser Winston-Salem Capital Campaign Tri-Chairs Danny Newcomb, Ane Newman and Jason Wanker Nominated by Crosby Scholars Community Partnership
Outstanding Philanthropist - Greensboro Mae Douglas Nominated by Cone Health, United Way of Greater Greensboro, The University of North Carolina at Greensboro, and Community Foundation of Greater Greensboro	Outstanding Philanthropic Organization The Leon Levine Foundation Nominated by Family Services of Forsyth County, Second Harvest Food Bank of Northwest NC, and Senior Services, Inc.
Outstanding Philanthropist - High Point Jordan Washburn Nominated by Victory Junction	Outstanding Business in Philanthropy Greensboro Pest Management Systems, Inc. Nominated by Habitat for Humanity of Greensboro, Greensboro Science Center and AuthorCare Collective
Outstanding Philanthropist - Winston-Salem Key Denahue Nominated by Novant Health Foundation and Salvation Army	Outstanding Business in Philanthropy Winston-Salem Truist Federal Credit Union Nominated by Novant Health Foundation
Inclusion, Diversity, Equity and Access (IDEA) Award AARP NC Nominated by AuthorCare Collective	Outstanding Fundraising Professional Winston-Salem Beth Fischer Nominated by The University of North Carolina at Greensboro
Inclusion, Diversity, Equity and Access (IDEA) Award Ernell and Linda Tate Nominated by Wake Forest University School of Medicine	Outstanding Emerging Philanthropist Stephanie Wilkerson Nominated by Victory Junction
Outstanding Volunteer Fundraiser Greensboro Amy Meisack Nominated by Habitat for Humanity of Greensboro and Restoration Place Counseling	Outstanding Youth in Philanthropy Randolph County Levi Olive Nominated by Crisis Control Ministry
Outstanding Volunteer Fundraiser Randolph County Jay Hicks Nominated by Cone Health	



DEADLINE FOR PRINT MATERIALS IS FRIDAY, OCTOBER 23, 2026

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SAMPLE MARKETING

Sample social media templates



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UNC GREENSBORO



National Philanthropy Day®



National Philanthropy Day®



Atrium Health
Wake Forest Baptist



North Carolina Trial Chapter



2022 Presenting Sponsors

2022 Gold Sponsor



2022 Silver Sponsor



Sponsor templates



OUTSTANDING BUSINESS IN
PHILANTHROPY-WINSTON-SALEM

TRULIANT FEDERAL CREDIT UNION

NOMINATED BY NOVANT HEALTH FOUNDATION



INCLUSION, DIVERSITY, EQUITY AND
ACCESS (IDEA) AWARD-WINSTON-SALEM

ERCELL AND LINDA TATE

NOMINATED BY WAKE FOREST UNIVERSITY SCHOOL OF
MEDICINE



OUTSTANDING PHILANTHROPIC
ORGANIZATION

THE LEON LEVINE FOUNDATION

NOMINATED BY FAMILY SERVICES OF FORSYTH COUNTY,
SENIOR SERVICES, AND SECOND HARVEST FOOD BANK OF
NORTHWEST NC



Nominee templates

DEADLINE FOR PRINT MATERIALS IS FRIDAY, OCTOBER 23, 2026