



2024/25 Goals

SMARTIE Goals

- Strategic
- Measurable
- Ambitious
- Realistic
- Time-Bound
- Inclusive
- Equitable



Awards and Scholarships

- Increase NPD nominations 10% by asking board members to reach out to organizations that primarily engage with underserved communities regarding nomination submissions by April in preparation for the summer nomination deadline.
- Increase member scholarship applications by 10% with timely email communications to groups outside of AFP members. Information should be distributed to volunteer groups, those who engage with underserved communities, and other distribution lists who engage with communities with diverse thoughts and populations.
- Review and make edits to existing award criteria by Feb 2024, focusing on impact rather than financial capacity.



Marketing

- Audit the chapter's communication policy and/or IDEA plan to ensure that policies clearly outline a commitment to the use of inclusive language and imagery by 7/1/24.
- Work closely with AFP Triad committees to develop original content (e.g., member spotlights, etc.) and/or filter through repurposed content to ensure communications efforts reflect diverse thoughts and experiences by 12/31/24.
- Ensure that at least 6 monthly e-blasts during the year include articles that are IDEA topics of relevance to fundraising professionals by 12/31/24.



Program

- Including a more diverse range of people in presenting.
- Including IDEA topics intentionally in programming content by being forward with presenters about this goal.
- Evaluate attendees experiences and learning about IDEA by adding an IDEA component to the program evaluation form.



National Philanthropy Day (NPD)

- Identify 10 organizations that primarily engage with underserved communities and actively encourage them to submit nominations for 2024 NPD awards.
- Survey community about NPD event to determine how it can be made more inclusive and more reflective of the philanthropic and volunteer community in the Triad.
- Make the event more open by inviting select members of organizations from underrepresented communities in the region to attend the NPD event as guests of AFP-Triad.



Mentoring

- Increasing the number of individuals participation through focused outreach to members with diverse backgrounds including race/ethnicity, industry, age, gender. Outreach will include newsletters, announcements in meetings and individual contact to potential participants through November.



Membership

- Create an engagement plan for membership by assigning current AFP members to committee members like a portfolio.
- Make marketing changes to website etc. to bring awareness to the membership and monthly meeting cost changes to increase membership.



State Conference

- Develop speaker RFP and intentionally share with a diverse range of potential speakers by 3/29/24
- Reinforce conference scholarship and consider scholarships for first-time attendees to be shared with each NC AFP chapter by 4/30/24
- Conduct an attendee evaluation by 8/22/24



IDEA

- Create accessible opportunities for NC AFP Triad members and potential members to attend DEI workshops by:
 - Offering one virtual workshop series'
 - Piloting a “pay what you can” model to increase access
 - Ensuring that the marketing reaches marginalized groups-partner with BIPOC led organizations to market
- Establish the NC-Triad AFP Chapter as a safe and inclusive space of belonging by:
 - Ensuring marketing materials are reflective of values - website and collaterals
 - Providing capacity-building learning opportunities for membership
 - Ensuring accessibility for diverse audiences by removing economic and physical barriers
 - Adopting an accessibility policy to ensure venues for chapter business are accessible



Looking Ahead!



We will share this presentation with full membership in the November newsletter



We will adjust goals (where necessary) for 2025



We will report on progress toward goals and share 2026 goals in October 2025

