

CHANGE THE WORLD



WITH A GIVING HEART

National Philanthropy Day[®]

Sponsorship Packet

Monday, November 25, 2024

11:30 AM-1:00 PM

Grandover Resort

1000 Club Rd.

Greensboro, NC 27407

Presented by



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National Philanthropy Day[®]

Dear Friend,

On November 25, 2024, 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

Outstanding Philanthropist (Three awards presented from across the Triad)

Outstanding Business in Philanthropy

Outstanding Philanthropic Organization

Champion of Diversity (Formerly IDEA Award)

Outstanding Volunteer Fundraiser

Outstanding Professional Fundraiser

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 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,

Tim Young

National Philanthropy Day Chair

youngt@unca.edu

Esharan Monroe-Johnson

President, AFP Triad Chapter

esharan@loveliteracy.org

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

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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 \$200
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		

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 \$200
- _____ *We will recognize a Spirit of Philanthropy Honoree

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

Name of Honoree(s): _____

Signature of Sponsor Contact: _____

_____ Please send me an invoice

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.

DEADLINE FOR PRINT MATERIALS IS FRIDAY, OCTOBER 25, 2024

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National Philanthropy Day®

SAMPLE MARKETING

Press Release Sample



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

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.*

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

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SAMPLE MARKETING

Sample Printed/Digital Ad

48

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 types 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 it 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 breakfast, 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

Christina Byrd, President-Elect
Director of Development & Communications
Habitat for Humanity of Greater Greensboro

Heather Egan, CFRE, Past President
Development Officer
Novant Health Foundation

Lucia Higgins, CFRE, Secretary
Assistant Director, Philanthropy and Public Relations
Family Services of Forsyth County

Mika Durren, CFRE, Treasurer
Executive Director
Feeding the Carolinas

Rev. Dr. George Banks, NPD Committee
Director of Philanthropy
Crisis Control Ministry

Beth Bowman, NPD Committee
Nonprofit Specialist
Salem One

Catrina Bergstein, NPD Committee
Beth Beale, CFRE
Be The Cause Campaign Chair
Campaign & Individual Gifts Manager
Second Harvest Food Bank of MNC

Brandon Cathey, Awards & Scholarships Committee, Chair
Senior Advancement Officer
Crescent School & Children's Home

Rogina Craven, Marketing Committee
Manager of Philanthropic Communications and

Public Relations
Family Services of Forsyth County

Eric Durham, NPD Committee
Financial Representative
Northwestern Mutual

Victoria van Dahlen, Membership Committee
Development & Agency Relations Manager
Experiment in Self-Reliance

Elizabeth Frazee, CFRE, Membership Committee Chair
Director of Development for Major Gifts
Guilford College

Leahuel Gitting II, Membership Committee Chair
Vice President, Advancement & Alumni Relations
Guilford College

Tempe Hayes, Programs Committee
Strategic Planning Committee Director of
Leadership Giving
Victory Junction

Jan Knox, Programs Committee
Associate Vice President, Marketing, Communications, & GTCC Foundation
Guilford Technical Community College

Shannon Hark, Membership Committee
Beth Forrester
Awards & Scholarships Committee Vice Chair
Vice President, Donor Relations
Tetra Supportive Care

Anne Garvey, Mentoring Committee
Director, Fund Administration & Stewardship
Winston-Salem Foundation

Shannon Neal, CFRE, Awards & Scholarships Committee
Individual Giving Manager
Tetra Supportive Care

Esther Monroe-Johnson, IDEA Committee, Vice Chair
Executive Director
Read Write Spell

Mary Ellen Poe, Be The Cause Committee
Immigration Services Coordinator
Church World Service

Kayla Gray, IDEA Committee
Philanthropy Officer
Cone Health

Shane Helburn, Awards & Scholarships Committee
Executive Director, Triad Region
Crescent Communities for Children

Alley Ray, NPD Committee
Strategic Planning Committee
Special Assistant to the President for Special Projects
Guilford College

Kassia Richards, NPD Committee
Director of Philanthropy
IFS Solutions

Paul Rios, CFRE, IDEA Committee, Co-Chair
Vice President of Marketing & Development
AuthorCare Collective

Cindy Stubbelfield, CFRE, Mentoring Committee
Philanthropy Officer
Atrium Health Wake Forest Baptist

Leah Weaver, Chair, Strategic Planning Committee
Senior Director of Philanthropy
Marsch

Richard Whittington, Programs Committee
Associate Vice Chancellor for Advancement
North Carolina School of the Arts



CHANGING THE TRIAD
WITH GIVING HEARTS

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 Philanthropist - Greensboro
Mae Douglas
Nominated by Cone Health, United Way of
Greensboro, The University of North
Carolina at Greensboro, and Community
Foundation of Greater Greensboro

Outstanding Philanthropist - High Point
Jordan Washburn
Nominated by Victory Junction

Outstanding Philanthropist - Winston-Salem
Kay Denahue
Nominated by Novant Health Foundation
and Salvation Army

Inclusion, Diversity, Equity and Access (IDEA) Award
Greensboro
AARP NC
Nominated by AuthorCare Collective

Inclusion, Diversity, Equity and Access (IDEA) Award
Winston-Salem
Ernell and Linda Tate
Nominated by Wake Forest University
School of Medicine

Outstanding Volunteer Fundraiser
Greensboro
Amy Meisack
Nominated by Habitat for Humanity of
Greensboro and Restoration Place Counseling

Outstanding Volunteer Fundraiser
Randolph County
Jay Hicks
Nominated by Cone Health

Outstanding Volunteer Fundraiser
Winston-Salem
Capital Campaign Tri-Chairs
Danny Newcomb, Ane Newman
and Jason Winkler
Nominated by Crosby Scholars
Community Partnership

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 Business in Philanthropy
Greensboro
Pest Management Systems, Inc.
Nominated by Habitat for Humanity of
Greensboro, Greensboro Science Center
and AuthorCare Collective

Outstanding Business in Philanthropy
Winston-Salem
Truist Federal Credit Union
Nominated by Novant Health Foundation

Outstanding Fundraising Professional
Beth Fischer
Nominated by The University of North Carolina
at Greensboro

Outstanding Emerging Philanthropist
Stephanie Wilkerson
Nominated by Victory Junction

Outstanding Youth in Philanthropy
Lexi Olive
Nominated by Crisis Control Ministry



DEADLINE FOR PRINT MATERIALS IS FRIDAY, OCTOBER 25, 2024

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SAMPLE MARKETING

Sample social media templates



National Philanthropy Day®



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

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