

CHANGE THE WORLD



WITH A GIVING HEART

**National Philanthropy Day<sup>®</sup>**

# Sponsorship Packet

**Monday, November 24, 2025**

**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 24, 2025, 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](http://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,

Regina Craven  
National Philanthropy Day Co-Chair  
[cravenra@unc.edu](mailto:cravenra@unc.edu)

Noelle Stevesonn  
National Philanthropy Day Co-Chair  
[n.stevenson@ymcanwnc.org](mailto:n.stevenson@ymcanwnc.org)

Elizabeth Freeze  
President, AFP Triad Chapter  
[efreeze@guilford.edu](mailto:efreeze@guilford.edu)

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## National Philanthropy Day®

### 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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## National Philanthropy Day<sup>®</sup>

### 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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# 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](http://www.afptriadchapter.org)

**Media Contacts:**  
Altina Layman, AFP Triad Chapter President, 336-553-6625, [altinal@fellowshipall.com](mailto:altinal@fellowshipall.com)  
Ashley Raper, National Philanthropy Day Chair, 336-430-0704, [ahraper@guilford.edu](mailto: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

48

GIVING GUIDE



**2022 SPONSOR**  
 NC Triad Chapter of the Association of Fundraising Professionals  
 PO Box 2334, Winston-Salem, NC 27114  
[www.afptriadchapter.org](http://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](http://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](http://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 webinars on a variety of topics. Registration fees are discounted for AFP members.  
**Members-Only Networking Events** - Bringing fundraising professionals together for award, 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](http://www.afptriadchapter.org)**

### EXECUTIVE COMMITTEE

**Athina 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 Center Ministry  
**Beth Bowman**, NPD Committee  
 Nonprofit Specialist  
 Salem One  
**Catrina Bergslien**, NPD Committee  
**Beth Beale**, CFRE, NPD Committee  
 Campaign & Individual Gifts Manager  
 Second Harvest Food Bank of MNC

**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  
**LaShawn Gitting II**, Membership Committee Chair  
 Vice President, Advancement & Alumni Relations  
 Guilford College  
**Tanya 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  
 Tella Supportive Care  
**Anne Garvey**, Mentoring Committee  
 Director, Fund Administration & Stewardship  
 Winston-Salem Foundation  
**Shannon Neal**, CFRE, Awards & Scholarships Committee  
 Individual Giving Manager  
 Regina Craven  
 Marketing Committee  
 Manager of Philanthropic Communications and

**Eshawn Monroe-Johnson**, IDEA Committee, Vice Chair  
 Executive Director  
 Read Write Spell  
**Mary Ellen Poe**, By The Cause Committee  
 Immigration Services Coordinator  
 Church World Service  
**Kayla Gray**, IDEA Committee  
 Philanthropy Officer  
 Cone Health  
**Shana Helms**, Awards & Scholarship Committee  
 Executive Director, Triad Region  
 Creanora 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  
**Leanne Weaver**, Chair, Strategic Planning Committee  
 Senior Director of Philanthropy  
 Monarch  
**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](http://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<sup>®</sup> 2022

Announces the following honorees:

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



DEADLINE FOR PRINT MATERIALS IS FRIDAY, OCTOBER 24, 2025

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# National Philanthropy Day®

## SAMPLE MARKETING

### Sample social media templates



National Philanthropy Day®



National Philanthropy Day®



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UNC GREENSBORO



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