Introducing Your 2020 Foundation Annual Meeting Fundraising Committee
Claire Dixon | Beta Theta Pi Fraternity

Greetings to all campus professionals, headquarters staff, vendors, and friends of AFA, it is a great privilege to introduce the first annual, or is it the inaugural, AFA Foundation Annual Meeting Fundraising Committee. Inaugural, first ever, launch, or whatever synonym you choose to use, it is exciting to be at the start of something new. Luckily, while this committee is new, the commitment to giving is well established in the association. Last year, 400 members, or nearly 25% of our membership, gave to the AFA Foundation. I would imagine many of you reading this are those very individuals. To our many engaged and invested members, I want to start out by saying “Thank You!”

Since 1992, the AFA Foundation has supported the Association of Fraternity/Sorority Advisors, individual members, and our wider fraternal communities. It is the mission of the AFA Foundation to secure, invest, and distribute the necessary resources to support the educational objectives of AFA, other relevant research, scholarships, and educational programming that furthers the fraternity/sorority advising profession. Last year, the AFA Foundation distributed nearly 40 scholarships. I bring this up because I think too often we do not take full advantage of all the AFA Foundation has to offer. Well, worry no more! Your friendly committee members are here to help.

The AFA Foundation Annual Meeting Fundraising Committee was created with the intention of serving as an extension of the good work the AFA Foundation is already doing. We are lucky to have strong systems in place with our “Because You Believe” stickers, Silent Auction, and other tried and true fundraising initiatives that happen at the Annual Meeting. In addition to those programs, our hope is to spend time learning and listening to create a culture of giving at all levels of the organization outside of the Annual Meeting. In partnership with the AFA Foundation, our team has begun to brainstorm ideas about which initiatives we should continue and what new and innovative opportunities exist.

The core of our committee work is expanding upon the relationships that already exist. Fundraising, when done well, is about building a relationship with a donor and helping them put their money to work. Whether a gift is $5 or $5,000, there is an intention and hope behind the funds. You give because you care, and we are here, along with the AFA Foundation board, to ensure you know that your gift matters and those gifts have the impact you desire. Regardless of if you give by donating to the Silent Auction, sponsoring a scholarship, or purchasing a sticker, you are doing so with the desire to make a difference.
The committee members are working diligently to make sure we have the most attractive avenues to giving, along with the best ways to thank you for that gift. In light of the current landscape, we will likely need to be creative with how we build and maintain relationships when we may not be able to meet in person. However, I have no doubt the relationships we have with each other and AFA will see us through these challenging times. Your donations, now more than ever, are making an impact.

This committee is one of the many ways your association continues to innovate and better serve our constituents. We can only do that because of the support from donors who provide resources to do this work. There is an opportunity here to build more and to better serve you along with future members to come. I encourage you to learn more about the AFA Foundation and the opportunities available. Additionally, take a look at the AFA Foundation Annual Report. I would imagine you will find some familiar names in there, and you can learn more about the work of the AFA Foundation. Likewise, you can review our committee members and reach out with ideas. I thank you for your continued support of AFA and the AFA Foundation, and I look forward to serving you!

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Claire Dixon is a member of Alpha Chi Omega and serves as the associate director of leadership & education for Beta Theta Pi Fraternity. In this role, Claire supports the educational programs of Beta Theta Pi, works closely with new member education, and manages the large-scale event planning needs of the organization. Claire holds a Bachelor of Arts from Bowling Green State University along with a Master of Higher Education from Loyola University Chicago. Before we all worked from home, Claire worked remotely from Detroit, MI with her husband Roger, Baby James, and his cat brother Roscoe.