



AFP Dues Increase for Professional and Associate Dues

Chapter Talking Points

- While research shows that almost a quarter of all associations raise dues in any given year, AFP has resisted raising dues for almost ten years. AFP is proud that the cost of membership in the association, including chapter dues, is on par with—and in many cases, less than—the dues of other similar organizations in the nonprofit sector.
- AFP has been able to avoid raising dues on our Professional and Associate members (who account for about 60% of overall membership) because of:
 - Steady growth in our non-dues revenue from professional development programming, sponsorships and other areas;
 - Strategic and consistent review of key programs, ensuring that AFP is focusing on the critical services and activities that most benefit its members; and
 - Emphasis on financial stability, keeping a smaller, but better-trained and experienced staff and only expanding after careful analysis.
- Despite keeping dues flat over the past decade, AFP has been able to produce programs and services during this time that offer both a) significant benefits enhancing the AFP value and experience for members, and b) critical advances in fundraising best practices, trends, research and technology that help members raise more funds and create greater impact in their communities. These programs and services include:
 - Ground-breaking research such as the Fundraising Effectiveness Project, the Nonprofit Research Collaboration, and What Canadian Donors Want;
 - State-of-the art website that serves as the communications and information hub of the fundraising profession;
 - Creation of educational offerings such as Microlearning Videos, revision of the Ready Reference Series of books, and additional educational articles through the new Advancing Philanthropy Perspectives online section;
 - Inclusion, Diversity, Equity and Access (IDEA) work, including new research studies on sexual harassment (both in conjunction with The Chronicle of Philanthropy and Ohio State University) and the gender salary gap (the recent five-year trend analysis), as well as the upcoming Women’s Impact Summit—all part of the Women’s Impact Initiative;
 - New leadership and career development tools such as AFP 360°, powered by Korn Ferry;
 - Negotiation training workshops provided through a partnership with the American Association of University Women;

- AFP Connect, an AFP members-only online forum and networking tool/resource for chapters; and
 - Online educational courses through Blackbaud University.
- Every single benefit in the short list above is provided free of charge (there are some additional fees if a member wants expanded AFP 360° services). There are also numerous intangible benefits, including:
 - The community and networking aspects of belonging to the largest organization of fundraising professionals in the world;
 - The only association with an enforceable code of ethics; and
 - The work of AFP in representing the profession before Congress, Parliament, state and provincial governments, media, regulators and many other groups and agencies.
- Why a dues increase after 10 years?
 - AFP must continue to evolve as the needs of the profession change. The association is now focusing on areas such as continuing education for an increasingly diverse array of fundraising skills and techniques; public policy at the national, regional and local levels; and workplace challenges and issues related to inclusion and equity, ensuring all fundraisers have the same opportunities to rise in the profession. The needs of the profession are expanding rapidly and in different ways than in the past. Key milestones of the past—the creation of an ethical code, development of a certification program—required a different set of resources and approaches.
 - We must ensure adequate resources to meet future member needs as we look to changes in demographics of membership, with a focus on reaching out to younger and diverse members. The challenge of not increasing dues for a ten-year period is that ultimately, it directly impacts the ability to provide quality and valued services and benefits—which then leads to a declining membership base that drops away and/or joins other organizations because there’s nothing new and interesting to stimulate interest and prove value.
 - We must continue to develop and enhance benefits and services, especially focusing on programs for mid- and senior-level fundraisers as the profession continues to establish itself and growing numbers of fundraisers seek leadership positions in the sector.
 - Finally, AFP must keep on top of increasing technological changes, especially as it relates to communications and information management, ensuring that AFP stays relevant with its membership and is effective and efficient with its use of technology.
 - The dues increase decision was not taken lightly. AFP board policy requires a review of the existing dues structure every two years, with a recommendation from a Member Dues Task

Force presented to the Board. The last several task forces have reviewed AFP's dues structure and decided not to make any adjustments to the Professional and Associates categories.

- The 2018 Task Force reviewed each of the association's membership categories to determine if a dues adjustment should be recommended. Part of the task force's analysis involved a review of the *2017 Value Proposition and Member Pricing Research Survey*, which collected significant input from members across the association.
- As a result of a thorough and deliberate process, it was decided that only a \$30 dues increase was needed for these two categories. Therefore, AFP Global will be increasing its dues for Professional and Associate members for the first time in 10 years, by \$30, effective July 1, 2019.
- We do not take any dues increase lightly (as evidenced by not increasing dues in ten years). But in order to continue to provide valued benefits and add to them, this is the proper decision for AFP at this time. We are in this together—chapters and AFP Global—and we are eager and committed to your success and your members' success. We also greatly appreciate and honor your support and dedication to your members and their causes.