

# AFP-GHC Strategic Plan 2018 - 2022

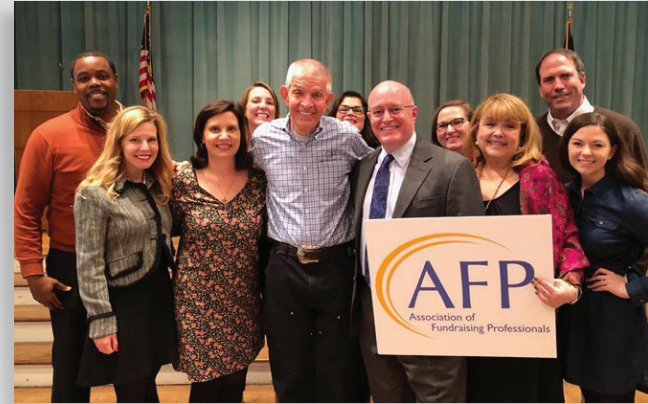
**MISSION:** The Association of Fundraising Professionals (AFP) proudly unites a global membership and advances philanthropic efforts by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.

**CORE VALUES:** Service; Leadership; Professionalism; Education; Diversity

**CORE PURPOSE:** AFP-GHC inspires fundraisers to be exceptional

**VISION:** - by 2022, AFP – Greater Houston Chapter will:

- Elevate the fundraising profession
- Inspire exceptional fundraisers, and
- Advance philanthropic giving



## STRATEGIC AREAS

### Programming

- **Goal 1:** by 2022, AFP-GHC will provide exceptional programming announced to its members for the upcoming year by the end of the previous calendar year.
- **Goal 2:** by 2022, Chief Development Officers in the greater Houston areas will be active AFP-GHC members who will champion the benefits of membership and those in leadership roles will represent 20% of the Chapter's membership.

### Leadership Development

- **Goal 3:** by 2022, AFP-GHC will consistently offer and integrate exceptional programming and leadership formation that meets the needs of its constituents.

### Marketing

- **Goal 4:** by 2022, AFP-GHC will tenaciously promote membership benefits to a diverse audience of fundraising professionals and philanthropists in greater Houston.
- **Goal 5:** by 2022, AFP-GHC will provide the premier online platform for philanthropic resources in the greater Houston areas.

### Accessibility

- **Goal 6:** by 2022, AFP-GHC will provide effective ways to engage AFP-GHC fundraising professionals, regardless of location, ability to pay or access to resources.

### Leadership/Paid Staff

- **Goal 7:** by 2022, AFP-GHC will have an organizational leadership and volunteer management model that can readily support the expansive membership and programming of the Chapter.

## ACCOUNTABILITY AND IMPLEMENTATION

Approved by the Board of Directors, the Strategic Plan will now move into the five-year implementation process. A **Change Management Committee**, comprised of board members and others, will champion the plan implementation and help with the development of action plans that will be put into place during the next one to five years.

