



## **AFP Greater Madison Chapter Strategic Plan, 2019-2021**

### Mission

AFP Greater Madison Chapter is a partnership of people and organizations devoted to advancing ethical and effective philanthropy through education, professional development, networking and outreach.

### Core Purpose

To advance ethical and effective fundraising

### Core Values

**Leadership:** providing the fundraising community with the highest quality of knowledge, information, professional development, networking and related tools and insights to ensure a successful future.

**Integrity and Credibility:** conducting business according to the highest ethical principles and serving as trustworthy stewards of our resources.

**Service Responsiveness:** understanding that our focus is on service to our members and stakeholders and that it is provided in a timely and thoughtful manner, open to new ideas, and exceeding expectations.

**Inclusiveness:** embracing diversity in the fundraising community with a commitment to understanding and addressing the shared and unique needs of all members of that community.

**Philanthropy:** Inspiring the public to embrace philanthropy and its integral role in creating a better community.

**Diversity:** AFP Greater Madison believes that diversity and inclusion create a strong, vital and unified force for the effective pursuit of an organization's mission and achieving philanthropic success. AFP Greater Madison seeks to achieve a broad representation of experiences, perspectives, and cultures to ensure that the best possible thinking, ideas, opportunities and solutions are considered; intentionally creates a respectful and welcoming environment that is open to all; and appreciates the unique contributions of every member of the Greater Madison community.

### Goals

**Goal:** AFP Greater Madison provides and enhances opportunities for professional development education and assists members to maximize the benefits provided by AFP-International to help fundraising professionals succeed at every stage of their careers.

**Goal:** AFP Greater Madison is a thriving and growing, inclusive community of fundraising professionals that strives to represent the diversity of our community.

**Goal:** AFP Greater Madison advocates for and promotes the value of our profession and the culture of philanthropy in our community.

**Goal:** AFP Greater Madison is effectively governed, soundly funded and efficiently managed consistent with best nonprofit practices.