

TOP TEN REASONS FOR YOU TO JOIN THE ASSOCIATION OF FUNDRAISING PROFESSIONALS

- 1 Proclaim your professionalism.**
Adding your name to the ranks of over 27,000 fundraising professionals declares your pride in the profession you have chosen.
- 2 Advertise your integrity.**
AFP has a reputation for upholding high standards. Since every AFP member signs his/her adherence to the *Code of Ethical Principles and the Standards of Professional Practice* every year, you align yourself with like-minded practitioners of ethical fundraising.
- 3 Advance your career.**
AFP members enjoy educational opportunities designed to increase knowledge and keep up with the newest trends in fundraising, both on the international and local levels.
- 4 Further your cause.**
The more that you learn about the latest methods in fundraising, the better equipped you are to further the cause of the organization you represent.
- 5 Network with others who do what you do.**
Making connections is an important part of fundraising for the cause you represent. Meet others who can help you make those connections at events such as the **International Conference on Fundraising** and local chapter conferences.
- 6 Advocate for your profession.**
Serious-minded professionals know that serving the profession means responding to calls for action from those who represent the profession. AFP has an active program that monitors trends in education, regulation, and practice standards and periodically advises members on required action.
- 7 Serve your profession.**
Opportunities abound for individuals to serve on international and local committees that work on a variety of issues from building the core body of fundraising knowledge to building the public trust in the philanthropic process.
- 8 Don't reinvent the wheel...use available resources.**
AFP's **Resource Center** can provide you with the resources you need to do your job well. AFP staff can assist you in many areas ranging from how-to materials to samples of materials developed by other fundraising professionals that will fit your needs.
- 9 Play a part in elevating the status of the fundraising profession.**
Your membership in AFP and your dedication to the ethical principles that guide the fundraising process elevates the entire profession.
- 10 Do it for YOURSELF!**
It's all about YOU, the fundraising professional. AFP's educational, networking, and career planning programs will take you where you want to go!



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THE CASE FOR YOUR ORGANIZATION TO SUPPORT AFP MEMBERSHIP

Advertise your organization's reputation for integrity

Your organization and your employees' affiliation with AFP signals to volunteers, staff, donors and the general public that your organization adheres to the highest professional standards and builds trust in the work you do as an organization. AFP members annually reaffirm their commitment and adherence to both the **AFP Code of Ethical Principles and Standards of Professional Practice** and the **Donor Bill of Rights**, which every member promotes as part of their membership commitment. In addition, AFP members have a professional team of experts on ethics at their command at all times.

Advance your organization's mission

Education and training bring you and your staff the latest in fundraising innovations, keep you apprised of trends in the philanthropic sector, and will help you to adjust your operations to use resources in the most efficient and productive manner possible. Membership in AFP will help your development team to effectively integrate the fundraising process throughout your organization and engage both staff and board members in the process of raising funds to advance your mission. Connections made at both the local and international level help raise the visibility of your organization by communicating your mission to the nonprofit community.

Succeed in an increasingly competitive environment

Put the collective knowledge and experience of the world's largest association of fundraising professionals to work for you and your organization. Whether you are looking for statistics on giving, revising your gift acceptance policy, or wish to revise job descriptions for development staff, the **AFP Resource Center** is available to members at no charge.

Invest in your professional staff with cutting-edge training and education

Retaining valuable staff members by investing in their professional development will pay big dividends! Staff members build confidence in their skills and make valuable contacts with other professionals...in turn, your support for their professional efforts will build loyalty to the organization and enhance performance.

Recruit from an international database of development professionals

When recruiting for new development staff, use the **Online Job Service** hosted on AFP's website to gain instant access to fundraising professionals around the world and in your local community. By hiring an AFP member, you are assured that they are adhering to the **AFP Code of Ethical Principles and Standards of Professional Practice** and promoting the **Donor Bill of Rights**.

Partner with other nonprofit executives to advocate for the nonprofit sector

AFP represents the profession in matters relating to fundraising, tax incentives for giving, privacy issues and other charitable initiatives. AFP not only keeps you advised about pending regulations and legislation but acts on the profession's behalf when advising and lobbying legislators on behalf of fundraisers in all areas of the profession - from healthcare and education, to the arts and social benefit agencies.

Advance philanthropy through public outreach

A priority of the AFP strategic plan is to strengthen the profession through **public outreach** to increase understanding of the positive economic impact of the sector and fundraising profession, as well as to increase public trust in fundraising. Events such as National Philanthropy Day®, a community-wide celebration of philanthropy, enable your organization to show appreciation to your donors and volunteers in a public forum. Add your organization's voice to this important initiative.



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