



2026-2029 STRATEGIC PLAN

MISSION

AFP Central Virginia's Mission is to advance philanthropy by enabling people to practice effective and ethical fundraising.

INTRODUCTION

This strategic plan reflects impacts and goals and is accompanied by a list of specific strategies to achieve those goals.

Developing the Strategic Plan has been a comprehensive and collaborative process. The plan was researched and developed throughout 2024 and 2025. AFP Central Virginia Chapter used the services of Dialectix Consulting, based in Richmond, Virginia to assess the Chapter's inclusion, diversity, equity, and access (IDEA) efforts. Following a working session with the Board, the consultants of Dialectix approached the project by having an initial round of focus groups and interviews, then used that information to create a survey, and to refine the survey results with additional individual interviews. Dialectix shared the assessment findings at the Chapter annual meeting on December 5, 2024, where they also facilitated an activity with attendees to share ideas on how the Chapter could show progress over the next year. The assessment findings and the notes taken during the annual meeting along with Board retreats and additional conversations with Chapter members and stakeholders have shaped this strategic plan.

BACKGROUND

The Central Virginia Chapter of Association of Fundraising Professionals advances philanthropy by enabling people to practice effective and ethical fundraising. The Central Virginia Chapter was formed in 1996. The service area covers Fredericksburg south to Tri-Cities and from Charlottesville to Williamsburg. Most events are held in the Richmond area.

Since 1960, AFP has been the standard-bearer for professionalism in fundraising. Today, AFP Global serves nearly 30,000 members and the broader fundraising community in a myriad of ways, helping charities and fundraisers create even more impact around the world.

GOALS & STRATEGIES

Included in this Strategic Plan are important goals established through the planning process that each come with their own strategies and objectives to be actioned on by members of the AFP Central Virginia Chapter Board of Directors, committees, and members. The Board will be intentional about cross-communication among Committees and Board Members in the execution of the Plan. This plan includes three important areas of work for the Chapter: Member Value; Sector Advocacy; and Thriving and Inclusive Organization.

As a professional association, AFP Central Virginia aims to best serve members and those in the nonprofit sector in our region. Through the implementation of these goals, we hope to further engage members in new ways, support the nonprofit sector, and communicate our impact in the region in the coming years.

MEMBER VALUE

Members feel engaged in our chapter and recognize its value

Current member values include monthly programming, networking opportunities, newsletters, CFRE credits, and access to extensive resources provided through AFP Global.

(Membership Committee, Communications Committee, Program Committee)

1. Deepen the value of membership

- 1.1. Consider membership dues innovations to support inclusion of smaller organizations and new and younger professionals
- 1.2. Promote scholarship opportunities and discounts to local and AFP Global programs and initiatives
- 1.3. Develop and sustain members-only benefits program
- 1.4. Facilitate workshops that meet the needs of varying experience levels and size of organization

2. Connect members to global research and resources

- 2.1. Increase sharing of AFP Global research and help connect members to resources by making them more accessible
- 2.2. Use Chapter to validate and promote the work that is being done at AFP Global

SECTOR ADVOCACY

Members feel supported by a regional voice on philanthropy

Current sector advocacy includes participation in VFRI, and a strong effort is being made to relaunch programming for National Philanthropy Day and the Inclusive Fundraising Fellows (name subject to change).

(National Philanthropy Day Committee, Inclusive Fundraising Fellows Committee, Programming Committee, Executive Committee)

3. Serve as regional ambassadors within the local community

- 3.1. Advocate for regional best practices in philanthropy
- 3.2. Convene conversations that push how we think about and approach philanthropy
- 3.3. Work with local job advertisers to support salary requirements for job announcements
- 3.4. Be conveners of conversations with donors and community leaders on local priorities and investments
- 3.5. Champion investments in philanthropy and demonstrate the impact to sector leadership
- 3.6. Promote the importance of major gift fundraising and provide the training and resources needed
- 3.7. Honor philanthropists in the region through National Philanthropy Day

4. Support the future of philanthropy and the fundraising profession

- 4.1. Explore partnerships with universities or community colleges to engage with their students about fundraising careers and professional development opportunities
- 4.2. Engage governing and young professional boards to participate in AFP programming and educate about the cycle of philanthropy and appropriate costs of nonprofit administration
- 4.3. Promote young professional membership rate to executive directors and senior leaders to encourage joining AFP
- 4.4. Position AFP as knowledge experts on philanthropy and charitable giving topics
- 4.5. Create programs geared towards connecting development and programming teams to support each other's efforts
- 4.6. Redevelop the mentoring program to best meet the needs of members and the nonprofit sector

THRIVING AND INCLUSIVE ORGANIZATION

Members invest and participate in the future of the organization.

Current opportunities for engagement with the Chapter include Board or committee membership, mentoring, participation in Be the Cause, NPD sponsorships, and program sponsorships.

(IDEA Committee, Inclusive Fundraising Fellows Committee, Chapter Admin, Finance Committee, Be the Cause, Membership Committee)

5. Organization maintains a sustainable structure that supports chapter needs

- 5.1. Expand committees to engage more non-board members
- 5.2. Create new or improve existing resources for committees and leadership positions, review job descriptions, board terms, and transition processes
- 5.3. Develop strong brand awareness in the region
- 5.4. Develop an effective marketing and communications plan
- 5.5. Review and improve Chapter websites and ways to engage with the Chapter
- 5.6. Explore new revenue opportunities beyond membership dues, workshops, and National Philanthropy Day

6. Promote Inclusion, Diversity, Equity, and Access (IDEA)

- 6.1. Incorporate IDEA topics into programming, and utilize expertise and experience, including that of younger professionals, to help facilitate conversations on IDEA topics
- 6.2. Recruit and provide education for fundraisers from diverse backgrounds and those seeking to enter the profession, including students exploring fundraising as a career path
- 6.3. Redevelop and sustain the Inclusive Fundraising Fellows program and utilize the expertise of past and current Fellows within Chapter programs and committees
- 6.4. Explore adding welcome series for new members and those from underrepresented backgrounds
- 6.5. Explore hosting programs outside of Richmond region to better engage members outside the Richmond region