

Promoting Philanthropy throughout Southeastern Wisconsin

AFP Southeastern Wisconsin Strategic Plan 2015-2017

MISSION	VISION
AFP Southeastern Wisconsin Chapter develops fundraising professionals, advances the profession, and inspires a culture of philanthropy in our communities.	A widely recognized leader in enriching the region's quality of life by igniting a pervasive spirit of generosity and fostering a passion for ethical giving

STRATEGIC THEMES	
Inclusion & Influence	Advocacy, Policy & Ethics
Relevant Quality Education	Capacity to Invest in Opportunity

STRATEGIC PRIORITIES		
Goal 1	Goal 2	Goal 3
Fundraising professionals at every level of experience and across sectors, will benefit from a continuum of educational and other professional development opportunities.	Professionals involved in fundraising will value highly AFP Southeastern Wisconsin Chapter membership.	The Chapter will raise sufficient funding annually to offer a high level of member value, and advance the organization's financial sustainability.

MEASURES OF SUCCESS		
<ul style="list-style-type: none"> Educational opportunities will be offered in a variety of methods and venues. The Chapter will support establishment of sector-based affinity groups. At least 33% of members will be involved in some Chapter offering in a given month. 	<ul style="list-style-type: none"> The Chapter will grow to 400 members by Dec. 31, 2017. The Chapter membership retention rate will be at least 75% by Dec. 31, 2017. At least 90% of those surveyed will indicate satisfaction with member value. 	<ul style="list-style-type: none"> The Chapter will generate an annual budget of at least \$160,000 by Dec. 31, 2017. The Chapter will control expenses to ensure a positive margin. The Chapter will contribute to reserves.