



2022 PARTNERSHIP OPPORTUNITIES



The Association of Fundraising Professionals (AFP) Chicago is committed to convening development professionals across the Chicago metropolitan area and equipping them with the knowledge and resources to adapt to changing times. Dues from our members and registration fees for our paid programs subsidize AFP Chicago's professional development offerings, but sponsorships and gifts ensure our chapter can equip local nonprofit leaders to strengthen their communities.

For more information on sponsorship opportunities, please contact:

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Philanthropy Committee Chair
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**STRENGTHEN
COMMUNITIES**





With your support, we can amplify the impact of thousands of mission-driven nonprofits and empower fundraisers to be change agents in the philanthropic sphere. Partnerships enable us to:

Create a citywide network of fundraising professionals who collaborate to share resources and effect lasting change.

- AFP Chicago proudly serves 600 members representing 350 organizations—and our communications and programs reach a much larger audience of nearly 4,000 development professionals. We support fundraisers of all subsectors, specialties, ages, and career phases, and the diversity of our base enriches the conversations we facilitate and the cohorts we create.

Provide a framework for ethical fundraising that evolves to reflect the contemporary moment.

- As an approved provider of continuing education credits for the Certified Fund Raising Executive (CFRE) credential, AFP Chicago upholds the highest standards of fundraising performance and ethics to preserve the public trust in our profession. We are committed to evolving with the times and to doing so with transparency—engaging in dialogue about ethical best practice with our membership and the broader community at every opportunity.

Recognize and advance the work of emerging leaders in Chicago's nonprofit landscape, especially leaders of color.

- AFP Chicago envisions a more inclusive fundraising profession, and we recognize the role we can play in shaping the sector by sharing our platforms and leadership opportunities with fundraisers of color. As part of our chapter's commitment to Inclusion, Diversity, Equity, and Access (IDEA), we convene Affinity Groups, recognize emerging leaders serving diverse communities through our Chicago Fellows Program and IDEA Scholarships, and strive to meet our goal that **30% of all volunteers, 50% of board nominees, and 50% of program speakers represent the BIPOC (Black, Indigenous, and People of Color) community.**

PREMIER OPPORTUNITIES FOR 2022

CHAPTER CHAMPION PROGRAM

AFP Chicago is pleased to offer our Chapter Champions program in 2022. Chapter Champions are AFP Chicago's strongest advocates and commit to a **single or combined sponsorship of \$5,000 or more**. Chapter Champions will receive recognition commensurate with their level of support:

- Those committing to \$5,000 or more will receive recognition in the eDevelopments monthly newsletter, inclusion in Philanthropy Awards materials, and listing on the chapter website.
- Sponsors of \$7,500 or more will receive dedicated signage at all chapter events, and
- Those of \$10,000 or more will receive verbal recognition at all chapter events.

These benefits are in addition to those directly associated with a Continuous Learning Sponsorship or any other opportunity. The Champions Program is our way of saying thank you to our most generous supporters!

CONTINUOUS LEARNING SPONSORSHIPS

Continuous Learning Sponsors make an annual financial pledge to support critical chapter programming. In return, we are pleased to offer expanded access to our members and participation opportunities throughout the year. Organizations still have the opportunity to support AFP Chicago through additional packages, or a combination of opportunities; however, the Continuous Learning Sponsorship offers a single point of entry for our most popular programs at our most popular sponsor levels. Similarly, our Continuous Learning sponsors may choose to add to their support with additional opportunities.

	Innovation \$7,500	Premier \$5,000	Pioneer \$2,500
CONTINUOUS LEARNING SPONSOR BENEFITS			
Year-Long Advertising and Promotion			
Profile/link to homepage on chapter website	X	X	X
Verbal recognition at all 2022 educational programs	X	X	X
Logo included on all 2022 educational program promotional materials	X	X	X
Inclusion in all chapter donor listings on the AFP Chicago website and in emails	X	X	X
Educational Programming			
Complimentary registration for all 2022 educational programs	5	3	1
Opportunity to give opening remarks at one educational program	X	X	
Community Enrichment			
Opportunity to submit an AFP Chapter Guest Column	X	X	
All benefits of AFP Chicago Third Thursday Networking Sponsor	X		

To receive all special *Continuous Learning Sponsorship* recognition benefits in 2022, donors must commit to a single sponsorship gift of \$2,500 or more, as listed above. NOTE: Excludes support for Philanthropy Awards Luncheon.

PARTNER IN PROFESSIONAL DEVELOPMENT

In-Person Educational Workshop Presenting Sponsor (1 program available) - \$2,000 per program

Speakers and panels cover topics of interest to the AFP Chicago membership. Sponsors will receive two complimentary registrations, recognition on all promotional materials, verbal recognition during the program, and the opportunity to offer opening remarks.

Virtual Educational Workshop Presenting Sponsor (4 programs available) - \$1,000 per program

Speakers and panels cover topics of interest to the AFP Chicago membership. Sponsors will receive two complimentary registrations, recognition on all promotional materials, verbal recognition during the program, and the opportunity to offer opening remarks.

Annual Breakfast Meeting Presenting Sponsor (December 2022) - \$2,500 EXCLUSIVE

Held annually in December, this breakfast program has traditionally been our best-attended educational event. The morning combines a robust educational discussion along with the Chapter Annual Meeting and volunteer recognition. The sponsor will receive two complimentary registrations, recognition on all promotional materials, verbal recognition during the program, and the opportunity to offer opening remarks.

AFP Book Club Presenting Sponsor \$1,000 EXCLUSIVE

AFP Chicago plans to offer a book club in 2022 that will meet at least twice over the course of the year and provide an informal enrichment opportunity to the membership. The sponsor will receive recognition on all promotional materials, verbal recognition during the meetings, and the opportunity to help facilitate one discussion.

Fundamentals of Fundraising Presenting Sponsor \$3,500 EXCLUSIVE Sponsor or Two at \$2,000

AFP's Fundamentals of Fundraising Course offers fundraising professionals with 0-4 years fundraising experience a complete overview of the development function, using case studies and projects for groups and individuals to make the learning experience both substantive and enjoyable. The course is composed of seven modules designed to meet real-world needs and challenges. Sponsors will receive one complimentary registration, have their logo/credit line featured on all promotional materials, and have the opportunity to provide opening remarks at the beginning of the program.

ENSURE DIVERSITY & INCLUSION



IDEA Affinity Groups

\$8,500 EXCLUSIVE Sponsor or Five at \$2,000

AFP Chicago hosts regular gatherings for members identifying as African American, LGBTQ+, Latinx, Asian/Pacific Island, and White Fundraisers Advocating for Racial Equity. Each of these five affinity groups seeks to create a cohort of like-minded fundraisers to discuss strategies, turn obstacles into successes, and build a strong sense of community. Sponsors will receive recognition on all promotional materials, including social media posts, and verbal recognition and inclusion in program materials at each affinity group gathering. Sponsors will also be invited to engage in a conversation with AFP Chicago's IDEA leadership on topics of their choosing: for example, how to build an affinity space or become stronger champions of IDEA In their place of work. The exclusive sponsor may provide opening remarks at an all-affinity group networking event. While group size and meeting frequency vary, total active membership in the affinity groups program exceeds 175, and many of the groups meet on a bimonthly or monthly basis.

New in 2022! AFP Chicago Equity Sponsorship **Five at \$1,000**

Beginning in 2022, AFP Chicago will provide honoraria to all speakers, panelists, and moderators of our educational programs. We recognize that compensating professionals for their time is a principle of community-centric fundraising we need to adopt, especially given our goal to continue diversifying our slate of speakers. A fund for honoraria will allow AFP Chicago to activate our commitment to equity and help remove barriers from participation in our programming. Each sponsor will receive recognition in all Educational Workshop promotional material and verbal recognition during each event.

INVEST IN EMERGING LEADERS

AFP Chicago Fellows Program Presenting Sponsor \$5,000 EXCLUSIVE

Supports individuals who represent and/or who serve culturally and ethnically diverse organizations. Fellows receive complimentary membership dues, tuition and registration fees to most AFP Chicago events, including the Annual Philanthropy Awards. The presenting sponsor will be recognized on all associated promotional materials and have the opportunity to meet and engage with the Fellows throughout the year.

Peer Mentoring Presenting Sponsor \$3,500 EXCLUSIVE or Two at \$2,000

Peer Mentoring promotes career development and advances the fundraising profession. Two “classes” of approximately 30 newcomers to the fundraising profession are matched with experienced fundraising professionals during the year. Sponsors will be invited to two kick-off events per year, have the opportunity to greet attendees through brief remarks, have their logo/credit line featured on all promotional materials, and receive verbal recognition and signage at both events. The exclusive sponsor will also be invited to work with the Peer Mentoring Committee to plan and facilitate one of the program’s quarterly discussion groups.



ENGAGE YOUR COMMUNITY

AFP Chicago Third Thursday – Networking After Hours \$2,500 EXCLUSIVE or \$500 per program (6 available)

Be the exclusive sponsor of one or our full series of membership networking events. Hosted by the Member Engagement Committee, these events draw current and prospective members together. Sponsors are invited to attend the event(s), will be recognized in all promotional materials, have the opportunity to formally welcome attendees at the start of the event(s), and will receive one-time use of the pre-/post-event list. Sponsors may also choose to work with the Member Engagement Committee to plan and facilitate a short networking/social activity at the beginning of the program(s).

New in 2022! AFP Chicago New Member Orientation \$1,500 EXCLUSIVE or \$250 per program (8 available)

Be the exclusive sponsor of one or our full series of new member orientation sessions. Launching in spring 2022, these monthly virtual orientation programs will welcome new members, introduce them to Board and committee members, and ensure they are prepared to take advantage of AFP Chicago's many educational and networking opportunities. New members will leave their session with a sense of belonging and the tools they need to get more involved. Sponsors are invited to attend the event(s), will be recognized in all promotional materials, and have the opportunity to formally welcome attendees at the start of the session(s).

AFP Chapter Guest Feature \$500 each (12 available)

AFP Chicago will post up to 12 guest features per year on its website. The feature may be a blog post, video, or podcast, and it should be geared to development professionals and avoid self-promotion in content. Your name and organization's name will appear with your column. All columns will be submitted to and approved by AFP Chicago. Columns will be promoted in eDevelopments, AFP Chicago's monthly e-newsletter, which is sent to our entire membership.



PROMOTE OPPORTUNITIES

AFP Chicago Online Job Source \$600 per quarter (Q2, Q3, and Q4 available)

Be the exclusive sponsor of the AFP Chicago Online Job Source email blasts sent to all members twice monthly. Your name and logo will be included in the email with the job postings. The Online Job Source offers great exposure as the go-to job resource for Chicago fundraising professionals.

AFP Chicago Digital Marketing Package \$500 per month

For a full month, your organization will be featured in an ad on the AFP Chicago website homepage and in the AFP Chicago weekly update email, sent to our full distribution list of just under 4,000 individuals.

PLEASE NOTE: Membership dues, registration fees for chapter programs, Online Job Source listings, and website advertising and single ticket purchases for the Awards Program cannot be applied to sponsorship opportunities and must be paid for separately. Benefits are based on annual contributions by calendar year. Print deadlines may apply in some areas. The AFP Chicago Chapter will notify a donor as soon as possible if a benefit changes due to unforeseen circumstances at the time of the gift.



ANNUAL PHILANTHROPY AWARDS

46th ANNUAL PHILANTHROPY AWARDS PROGRAM FALL 2022

For nearly half a century, AFP Chicago has honored the committed, passionate individuals and organizations who work on behalf of the nonprofits that AFP Chicago and its members serve. Our annual awards program recognizes the outstanding achievements of individual and professional philanthropists, fundraising volunteers, and fundraising executives who demonstrate high ethical standards and exemplify the philanthropic spirit of our city.

While we have historically celebrated the awards with a spring luncheon, we honored last year's recipients with a virtual program on November 5, 2021. Thanks to the generosity of our sponsors, we were able to offer the event free of charge. More than 200 people streamed the event live and the recording surpassed 1,000 views within three days of its premiere. We invite you to view the 2021 awards program here: <https://www.youtube.com/watch?v=uUyCbSXohKc>

In 2022, we plan to once again host the awards celebration in November to align with National Philanthropy Day. While the format is to be determined, we envision offering an in-person program as public health guidelines allow. Specific sponsorship opportunities for the 46th Annual Philanthropy Awards are to be announced. We look forward to sharing more information in early 2022 and invite you to contact us with any questions related to our planning process.



Thank you for your consideration. Your sponsorship is a direct investment in the success and impact of Chicago's philanthropic community.

AFP CHICAGO 2022 LEADERSHIP

2022 EXECUTIVE COMMITTEE



President

Nathan Armstrong
WTTW/WFMT



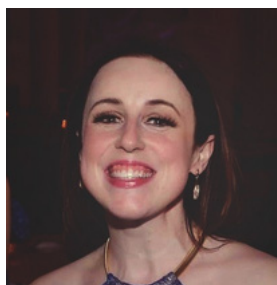
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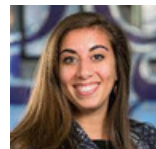
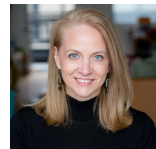
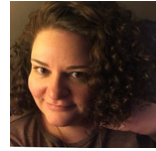
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Food Depository

Susan M. Zellner
Make-A-Wish Illinois



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