



# 2023 PARTNERSHIP OPPORTUNITIES



**588 ENGAGED  
MEMBERS**

**390 ORGANIZATIONS  
REPRESENTED**

**The Association of Fundraising Professionals (AFP) Chicago** chapter brings together diverse professionals from across sectors, career levels, and specialties and is committed to providing access to education and training, professional development resources, and networking opportunities.

AFP Chicago fosters dialogue, inspires innovative thinking, and shares knowledge and best practices towards effective and ethical fundraising in Chicago. 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:  
**Elizabeth Halajian**, AFP Chicago Philanthropy Chair  
312.595.5152 | [ehalajian@navypier.org](mailto:ehalajian@navypier.org)



With your support, we can amplify the impact of hundreds 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 585 members representing 390 organizations—and our communications and programs reach an audience of nearly 5,000 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 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 community.**

# PREMIER PARTNERSHIP OPPORTUNITIES



# CHAPTER CHAMPIONS

Chapter Champions are AFP Chicago's strongest advocates and commit to **a combined sponsorship of \$5,000 or more**. Chapter Champions receive recognition commensurate with their level of support:

- Sponsors 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 in-person chapter events
- Sponsors giving \$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!

## THANK YOU TO OUR 2022 CHAPTER CHAMPIONS:



# PREMIER PARTNERSHIP OPPORTUNITIES



## CONTINUOUS LEARNING PIONEER SPONSORS

Continuous Learning Pioneer Sponsors recognize the importance of access to professional development resources and commit to **a continuous learning sponsorship of \$2,500 or more**. Pioneer Sponsors receive tailored benefits which can include:

- Prominent recognition in the eDevelopments monthly newsletter, inclusion in workshop promotional materials, and listing on the chapter website
- Opportunity to collaborate with Continuous Learning committee members by making remarks during workshops, contributing to topics of discussion through speaker recommendations, and hosting complimentary partner webinars
- Connecting directly with members by authoring guest columns visible on chapter website

### THANK YOU TO OUR 2022 PIONEER SPONSORS:





# PARTNER IN PROFESSIONAL DEVELOPMENT

## WORKSHOPS



FACILITATED BY THOUGHT-LEADERS  
WHO SHARE THEIR EXPERTISE AND INSIGHTS



Workshop sponsorships begin at **\$1,000** for virtual programs and **\$2,000** for in-person/hybrid programs. Partners receive complimentary registrations, recognition in promotional materials, verbal recognition during programs, and the opportunity to offer opening remarks.

### The Value of a CFRE for Development Professionals February 9, 2023

In-Person and Virtual

### A Guide to Ethical Gift Acceptance Policies April 7, 2023

Virtual

### Putting your Board to Work to Raise More Major Gifts May 11, 2023

In-Person and Virtual

### Creating an Event Design for YOUR Donors September 8, 2023

Virtual

### The Fundraiser Bill of Rights October 12, 2023

In-Person and Virtual

Featuring Jennifer Holmes and Amelia Garza and in collaboration with the Los Angeles AFP chapter

### End of Year Storytelling that Stands Out Above the Rest November 10, 2023

Virtual

# CHAMPION DIVERSITY & INCLUSION



## AFFINITY GROUPS



AFP Chicago's Affinity Groups offer opportunities to meet and form relationships with colleagues who have similar backgrounds and identities.

African American • API • Latinx • LGBTQ+ • WFARE

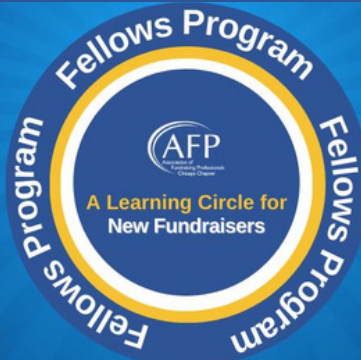


AFP Chicago hosts regular gatherings for members identifying as African American, LGBTQ+, LatinX, Asian/Pacific Islander, White Fundraisers Advocating for Racial Equity, and Neurodiverse. Each of these six affinity groups seeks to create a cohort of like-minded fundraisers to discuss strategies, turn obstacles into successes, and build a strong sense of community.

Affinity Group sponsorships begin at **\$2,000**. IDEA Partners will receive recognition on relevant promotional materials, in social media posts, and in program materials at each affinity group gathering.

IDEA sponsors are invited to engage in a conversation with AFP Chicago's membership on topics including how to build an affinity space or become stronger champions of IDEA in their place of work. Total active membership in the AFP Chicago IDEA affinity groups program exceeds 175, and groups meet on a bimonthly or monthly basis.

# INVEST IN EMERGING LEADERS



These important leadership development programs offer resources and the collective professional expertise of our diverse membership – in accessible and user-friendly formats – to assist individuals in building professional fundraising skills and their communities through philanthropy. Sponsorship of these initiatives begins at **\$2,000**. Leadership development sponsors will be recognized on all relevant promotional materials and have the opportunity to meet and engage with individuals served throughout the year.

AFP Chicago's Fellows Program annually offers five fellows full subsidized membership dues and waived registration fees to all AFP Chicago events, including the Annual Philanthropy Awards.

Seasoned fundraisers are carefully matched with early career fundraisers based on interests, skills, and location two times a year in AFP Chicago's Peer Mentoring Program. Mentors and protégés are provided the opportunity to establish a lifelong professional relationship, network with other development professionals, strengthen Chicagoland's philanthropic community, learn new skills and develop existing skills, and help foster the development and growth of fundraising professionals.

protégé  
mentor

PEER  
MENTORING  
PROGRAM



# ENGAGE YOUR COMMUNITY



*Meet people... Build relationships...  
Make connections... Have fun!*

#AFPTHIRDTHURSDAY

## BUILD A COMMUNITY | NETWORK WITH COLLEAGUES

Partners have the opportunity to sponsor one or more networking events hosted by the Member Engagement Committee. These events bring current and prospective members together to grow their networks, share professional experiences, and exchange best practices.

Member Engagement sponsorships begin at **\$500**. Partners are listed in promotional materials, invited to attend and make remarks at events, and may receive one-time use of attendee event lists.

A wide range of events are available to sponsor, including:

- Third Thursdays, monthly in-person casual events, hosted throughout the Chicagoland area
- Quarterly new member virtual orientations
- Annual meeting held in-person each December
- New joint IDEA and Member Engagement "All Access Affinity Event" on October 19



# PROMOTE OPPORTUNITIES

## JOB SOURCE

Connecting employers to highly skilled development professionals

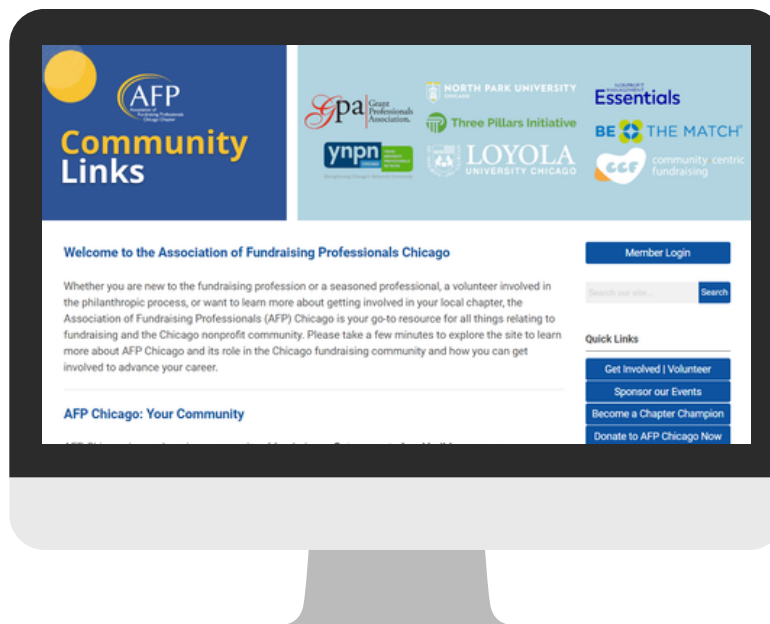
24/7 access to job listings



With 5,000 active newsletter recipients and nearly 80,000 annual website page views, there are a variety of ways to promote your brand and services through AFP Chicago's digital channels.

Marketing sponsorships begin at **\$500** and are custom built to meet desired objectives. Examples for digital engagement with our membership include:

- Name and logo visibility in AFP Chicago's Online Job Source emails sent twice per month; Online Job Source is the go-to job resource for Chicago fundraising professionals
- Ad visibility on the AFP Chicago homepage and in the AFP Chicago weekly newsletter, sent to our full distribution list and boasting an average open rate of 42%
- Opportunity to post a guest featured blog post, video, or podcast on the AFP Chicago homepage



# ANNUAL PHILANTHROPY AWARDS

## *47th Annual Philanthropy Awards*

RECOGNIZING EXCELLENCE  
IN PHILANTHROPY

## SPONSOR OPPORTUNITIES

Annual Philanthropy Awards will be held on September 26, 2023



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.

Firmly established as one of the premier philanthropic gatherings in Chicago, the event typically sees more than 350 guests in attendance, with upwards of 100 unique corporate and nonprofit organizations represented. This year's Awards Program will take place on September 26, 2023.

Sponsorship opportunities for the 2023 Philanthropy Awards range from **\$1,500 to \$10,000** with benefits that include luncheon seating and tables, recognition in promotional materials, on site signage, and more. Stay up to date with this year's honorees and event details by visiting [afpchicago.org/awards-program](https://afpchicago.org/awards-program).

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