



2024 PARTNERSHIP OPPORTUNITIES



**560 ENGAGED
MEMBERS**

**435 ORGANIZATIONS
REPRESENTED**

**2,000 ANNUAL EVENT
REGISTRATIONS**

**13 ACTIVE
COMMITTEES**

AFP Chicago is a welcoming community of fundraisers that 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.



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 560 members representing 435 organizations—and our communications and programs reach an audience of over 5,500 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 annual sponsorship of \$5,000 or more**. Chapter Champions receive priority recognition:

- Logo and tagline in all chapter email communications (5,584 email subscribers, 41% open rate)
- Verbal acknowledgment and digital or physical signage at chapter events (1,824 attendees in 2023)
- Logo and tagline on afpchicago.org website page (80,000 website visitors in 2023)

These benefits are in addition to those directly associated with specific programs or events, and our way of saying thank you to our most generous supporters!

THANK YOU TO OUR 2023 CHAPTER CHAMPIONS:



PREMIER PARTNERSHIP OPPORTUNITIES



PIONEER SPONSORS

Pioneer Sponsors recognize the importance of access to professional development resources and commit to specific program **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 2023 PIONEER SPONSORS:



PROMOTE OPPORTUNITIES

JOB SOURCE

24/7 access to job listings

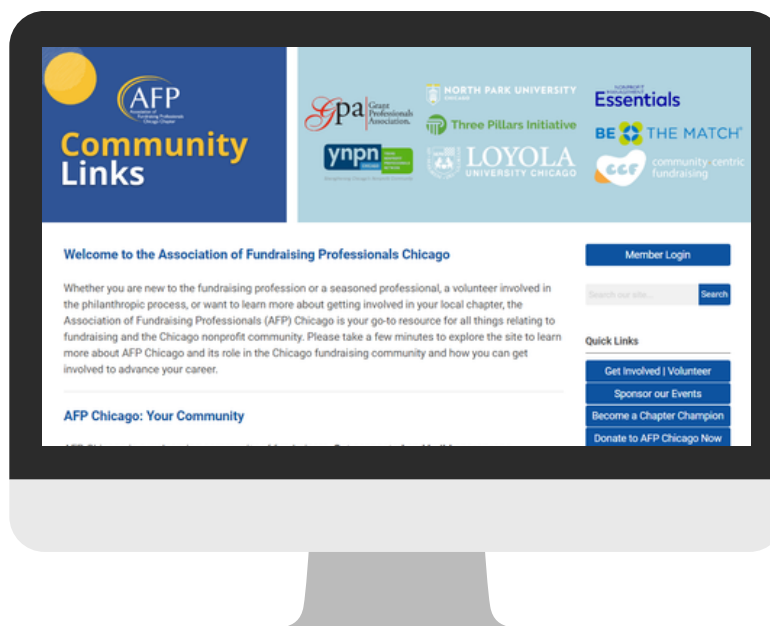
Connecting employers to highly skilled development professionals



With over 5,500 active email recipients and nearly 80,000 annual website page views, there are a variety of ways to promote and elevate 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 41%
- Opportunity to post a guest featured blog post, video, or podcast on the AFP Chicago homepage



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.

2024 Continuous Learning Workshops

February 16, 2024 | Virtual

Establishing a Culture of Philanthropy

March 8, 2024 | In-Person

Donor Retention and Stewardship

May 10, 2024 | In-Person

Leadership Track: Fundraising from Individuals in a World of Declining Participation

October 11, 2024 | In-Person

Ethical Fundraising: Diversity of Donor Base

December 6, 2024 | In-Person

Leadership Track: Charting a Course for Advancement, Professionalism, Growth, and the CFRE

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

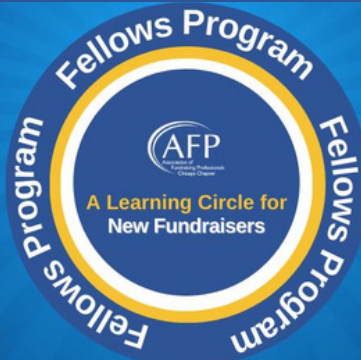


AFP Chicago hosts regular gatherings for members identifying as African American, LGBTQ+, LatinX, Asian/Pacific Islander, White Fundraisers Advocating for Racial Equity, and Neurodiverse. Each of these six affinity groups seeks to create a cohort of like-minded fundraisers to discuss strategies, turn 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, with 100+ attendees

ANNUAL PHILANTHROPY AWARDS

*48th Annual
Philanthropy Awards*

RECOGNIZING EXCELLENCE
IN PHILANTHROPY

SPONSOR
OPPORTUNITIES



Sponsors of the Annual Philanthropy Awards provide AFP Chicago with the resources necessary to develop, connect, and lead a diverse community of fundraising professionals who advance generosity and positive social change in the Chicagoland area.

Proceeds support high-quality educational programming, networking opportunities, peer mentoring, and Inclusion, Diversity, Equity & Access (IDEA) initiatives that allow members of our community to advance their organization's mission and their own professional goals.

2023's event sold out with hundreds of attendees, and this year we are excited to maintain to a luncheon format at an even larger venue, to be announced.

2024 Philanthropy Awards Sponsorship opportunities and Save the Date will be announced soon.

[Submit a Nomination for the 48th Annual Philanthropy Awards](#)

[Thank you to our Generous 2023 Sponsors](#)

For more information on sponsorship opportunities, please contact:
Elizabeth Halajian, AFP Chicago VP of Resource
312.595.5152 | ehalajian@navypier.org