



# 2025 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 4,900 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 (4,942 email subscribers, 45% open rate)
- Verbal acknowledgment and digital or physical signage at chapter events (1,900+ attendees in 2024)
- Logo and tagline on [afpchicago.org](http://afpchicago.org) website page (65,800+ website users in 2024)

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 2024 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 2024 PIONEER SPONSORS:



# PROMOTE OPPORTUNITIES

# JOB SOURCE



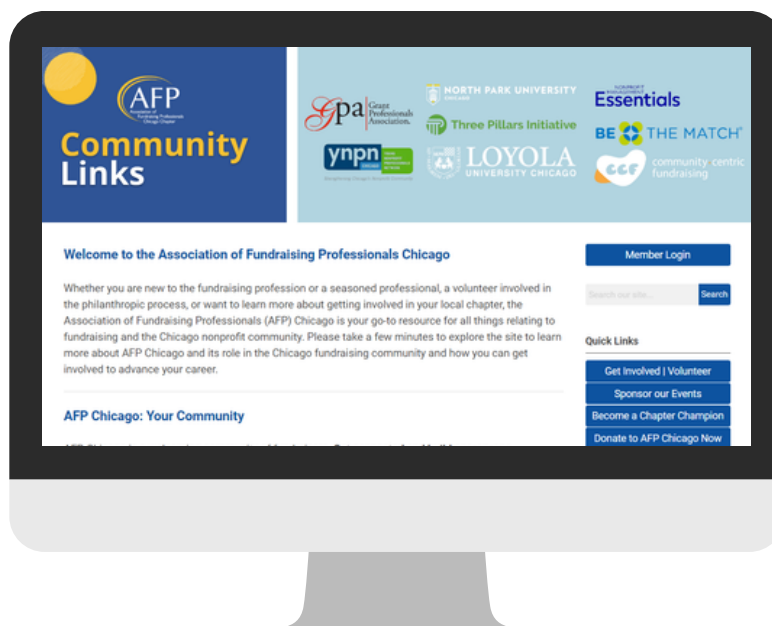
24/7 access to job listings

Connecting employers to highly skilled development professionals

With over 4,900 active email recipients and nearly 175,000 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 emails, sent to our full distribution list and boasting an average open rate of 45%
- 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.

### 2025 Continuous Learning Workshops

#### February 7, 2025 | Virtual

AI in Fundraising

#### March 7, 2025 | Hybrid

Giving Through Us Not to Us | Building a Community of Support: From Major Gift Societies to Online Communities

#### April 11, 2025 | Hybrid

Navigating Legal Essentials in Fundraising

#### June 6, 2025 | Hybrid

Understanding Giving from Diverse Communities

#### October 3, 2025 | Hybrid

Creating an Inclusive Leadership Culture in Fundraising

#### November 7, 2025 | Hybrid

Unlocking the Potential of Donor-Advised Funds (DAFs): Building Long-Term Relationships

# 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 • Neurodiverse

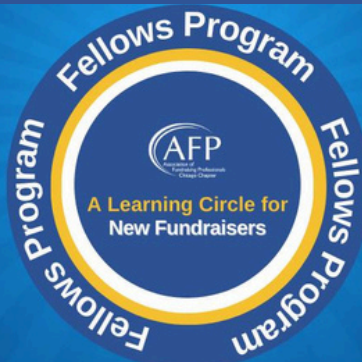


AFP Chicago hosts regular gatherings for members identifying as African American, LGBTQ+, Latinx, Asian/Pacific Islander, White Fundraisers Advocating for Racial Equity, and Neurodiverse. Each of these six affinity groups seeks to create a cohort of like-minded fundraisers to discuss strategies, turn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

#AFPTHIRDTURSDAY

## 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

## 49th Annual Philanthropy Awards

RECOGNIZING EXCELLENCE IN PHILANTHROPY



### Presenting Level Sponsors - \$25,000

- Two tables of 10 with premium placement
- Opportunity to deliver opening remarks
- Verbal recognition during the program
- Logo featured throughout the event
- Highlighted listing as a Presenting Sponsor on AFP Chicago website and in all event promotions
- Acknowledgement as a Presenting Sponsor in all Awards-related social media posts, plus a tailored sponsor spotlight post

### Gold Level Sponsors - \$10,000

- Two tables of 10
- Verbal recognition during the program
- Logo featured throughout the event
- Highlighted listing as a Gold Sponsor on the AFP Chicago website and in all event promotions
- Special sponsor spotlight post

### Silver Level Sponsors - \$5,000

- One table of 10 with premium placement
- Logo featured throughout the event
- Highlighted listing as a Silver Sponsor on the AFP Chicago website and in all event promotions
- Acknowledgement with other Silver Sponsors in an AFP Chicago social media post

### Guarantor Level Sponsors - \$2,500

- One table of 10
- Logo featured throughout the event
- Acknowledgement with other Guarantor Sponsors in an AFP Chicago social media post

### Benefactor Level Sponsors - \$1,500

- Half table/5 tickets
- Logo featured throughout the event
- Acknowledgement with other Benefactor Sponsors in an AFP Chicago social media post

### Sustainer Level Sponsors - \$500

- Two tickets
- Name or logo featured throughout the event

### Patron Level Sponsors - \$250

- One ticket
- Name or logo featured throughout the event

For more information on sponsorship opportunities, please contact:  
**Courtney Labetti, MSM, CFRE, CAP®**, AFP Chicago VP of Resource  
[CLabetti@ccsfundraising.com](mailto:CLabetti@ccsfundraising.com)