

**Strategic Plan
For
Fort Worth Metro Chapter
Association for Fundraising Professionals
2008-2010**

For the next two years, the following goals were identified as areas for the board to concentrate their efforts. Goals are organized according to the new Board of Director Structure.

Goal I. (VP of Member Services)

Continue to grow a vibrant membership by retaining the knowledge base of seasoned AFP members while also engaging and valuing new members.

Strategies:

a. Membership

1. Create and maintain an active and involved Membership Committee composed of board and non-board members. (Board Members to include all Directors under the VP of Member Services)
2. Design a creative plan for member recruitment. Design should be diversified in nature to include; senior professionals, CEO's, Youth, and the various types of non-profits. (Directors under the VP of Member Services)
3. Design and implement an engaging New Member Orientation Program. (VP of Member Services, Director of Retention, President and President Elect)
4. Design a plan to maintain the interest of the growing population of seasoned and retired professionals. (Suggestions were through committees, programs, enhancement of website by having them add information on the future took kit section, mentoring etc.) (VP of Retention and Senior Members Project)
5. Secure three to five AFP International committees memberships of board and chapter members. (VP Members Services, President, President Elect)

b. Mentoring

1. Continue and expand the Mentor Program currently in place. (Director of Mentoring, Director of Diversity, and committee)
2. Develop a "buddy" system for new members. (Suggestions at the meeting were to assign a board member. The board member would bring the new member up to date on everything they need to know about AFP) (Director of Mentoring, Director of Recruitment, Director of Retention.)

c. Youth in Philanthropy

1. Create a Youth in Philanthropy Plan that follows the definitions laid out by international. (Suggestions were – define what it means, determine what our role as a chapter is and report back to the board and the chapter.) (Director of Youth in Philanthropy (YIP) and Diversity)
2. Develop relations with college chapters by assisting with newly formed chapters. (Director of YIP, Mentoring, and Scholarships)

3. Create awards to be given at National Philanthropy Day. (Director of YIP and NPD)

Goal II. (VP of Professional Development)

Continue to provide quality monthly meetings, trainings for all levels of the profession, and offer scholarships for the different training mediums.

Strategies:

a. Chapter Programs

1. Continue to provide quality monthly speakers and one all day program to members and their guests. (VP Professional Development and Director of Chapter Programs)
2. Continue to conduct meetings in a most time-sensitive, effective and efficient manner. (President and Director of Chapter Programs.)

b. Scholarships

1. Continue to increase the amount of and promote the various scholarships available to the members. (Suggestions include- website and announcements at monthly meetings). (Director of Scholarships and Retention)

c. Additional Education Opportunities

1. Audio conferences – review current, and possible new, location for presentation of AFP audio conferences, for best attendance/participation among chapter members. (Director of Audio Conferences)
2. First Course – seek best timing for First Course offering and market this opportunity appropriately. (Director of First Course)
3. Educational opportunities among other entities – be aware of other organizations’ educational offerings to market to chapter members [NCPG, FIC, etc.] or with which the chapter may collaborate to provide quality educational offerings. (VP of Professional Development and direct reports)

Goal III

Continue to maintain the strength of the organization by reviewing the administrative performance of the chapter.

Strategies

a. Financials

1. Develop a way to effectively show to the members the financial state of the chapter. (Suggestion- Give a state of the chapter twice a year that includes a financial aspect. Add information about our financials in the monthly newsletter). (Treasure and President)
2. Develop and implement Policies and Procedures as it relates to the chapter finances. (Suggestions- recording of cash flow at monthly meetings, cash reimbursements etc.) (Treasure and committee)
3. Begin to implement a sponsorship program to assist with the underwriting of monthly meetings. (Director of Sponsorships/Underwriting and Programs)

4. Ensure annual audit of chapter finances is completed and presented to the chapter Board of Directors and membership for review. (Treasurer and Director of Audits)

b. Policies and Procedures

1. Develop and implement policies and procedures for the various activities of the board.

- Chapter Activities – Financial, board nominations, web site etc.
- NPD – nomination process of awardees, hotel contracts etc.
- DFW Conf.- accounting procedures, sponsorships etc.; monitor use of newly adopted Working Agreement between Fort Worth Metro and Dallas Chapters for the joint coordination of the annual conference. (President, VP Professional Development and Director of the DFW Conference)
- Scholarships – funding of the accounts, where the accounts are held, disbursement of the funds to the awardees.
- Board – board evaluations, board responsibilities, etc.

c. Web site

1. Create a committee to review the web site to ensure its effectiveness, need for revision, etc. Create a plan of action if needed. Committee would review the purpose of the web site. (Suggestions – adding a tool kit, redesign of the navigation, aesthetics, online registration, list serve.) (VP of communications, Pres. elect, and chapter administrator)