



2020-2023 Strategic Directions

Mission:

The Edmonton & Area Chapter advances philanthropy in the Edmonton region by enabling members, prospective members, and representatives of other organizations to practice ethical and effective fundraising.

The Edmonton & Area Chapter fulfills our mission primarily through education and training, promoting credentialing, providing resources, networking, mentoring, advocacy, and recognition.

We will foster an inclusive culture by celebrating diversity, identifying and breaking down barriers, and providing training and professional development. We will promote the value and benefits of our membership and achieve membership retention of 70%. We will support excellence in our field and grow our members' CFRE designations by 15.

Strategic Pillars

Promote IDEA

Attract, empower, and retain a membership that represents the diversity of our communities and those served by our work

Enhance Influence, Impact and Ethics

Provide leadership and set standards for ethical fundraising

Advance Social Good

Fundraising is recognized as a credible and respected profession by non-profit and charity leaders in the community.

Provide quality educational opportunities

Provide opportunities for professional growth

Enhance Value for Membership

Highlight the value of membership to fundraisers and employers and enhance the credibility of the profession.

Strengthen Capacity

An active and thriving chapter within the AFP community