

**Association of Fundraising Professionals  
Greater Cleveland Chapter**

POLICY TITLE:	National Philanthropy Day®
CLASSIFICATION:	Board/Executive
POLICY NUMBER:	2010-0604
MOTION:	Mitch Wasserman
SECONDED:	Bernadette Boguski
DATE SUBMITTED (INITIAL):	June 10, 2010
DATE APPROVED	June 10, 2010
APPROVED BY:	Board
SUNSET DATE:	June 2012
SEND TO COMMITTEE FOR REVIEW:	May 2012

The Association of Fundraising Professionals Greater Cleveland Chapter (AFPGC) will present an annual National Philanthropy Day® Celebration on the first Friday of November as part of an international effort to recognize philanthropy that is coordinated by AFPI. The goals of AFPGC's National Philanthropy Day® celebration are to promote philanthropy and professional fundraising practices as well as raise funds for chapter scholarships and professional development. All aspects of National Philanthropy Day® will be coordinated by a volunteer committee serving under the direction of the Vice President Resource Development in accordance with the following policies and procedures adopted by the Association of Fundraising Professionals, Greater Cleveland Chapter on June 10, 2010:

**Committee Structure and Operations**

1. Committee will be led by a chair appointed by President and Vice President of Resource Development
2. Additional project leadership will be provided by a co-chair selected by the President, Vice President of Resource Development and chair with the understanding that the co-chair will serve as the event chair the following year
3. The chair and co-chair will select individuals to serve as a chair and co-chair of the following sub-committees: awards, logistics, sponsorship, media, public relations and workshops. Additional sub-committees and leaders may be added as needed at the discretion of the chair.
4. The chair, co-chair and sub-committee chairs and co-chairs will comprise a steering committee to coordinate event planning and promotion
5. All AFPGC members will be invited and encouraged to serve on sub-committees.
6. Chair will establish steering committee meeting schedule and full committee meeting schedule and notify appropriate individuals of meeting dates and locations
7. Chair will establish event timeline and share with steering committee
8. Chair and co-chair will record and share meeting notes with all involved as necessary

9. Overall event budget will be part of annual AFPGC budget and reviewed/monitored by steering committee throughout planning process
10. All steering committee members, sub-committee members and event volunteers must purchase a ticket to attend the National Philanthropy Day® luncheon and workshops
11. The chair and co-chair may attend the luncheon and workshop at no cost in the event that their respective employer is not able to reimburse their expenses

## **Awards**

1. The following awards will be presented:
  - Leadership Award – Corporate
  - Leadership Award – Foundation
  - Leadership Award – Philanthropist
  - Outstanding Fundraising Volunteer Award
  - Youth in Philanthropy Award
2. Nominations must be submitted by a member of AFPGC
3. A point system will be used as the primary means for award selection
4. Candidates that have previously won an award may be nominated if they have not won an award in the past five years
5. No more than three nominating organizations will be recognized in promotional materials; in the case of multiple nominators, the first three nominations (based on postmark or time stamp) will receive recognition and additional nominators will be considered supports
6. Committee members affiliated with nominations will not participate in the selection process
7. In the event that the selection panel does not believe that the nominations presented reflect the significance of an award category, the chair will contact AFPGC President and National Philanthropy Day® chair to discuss and confirm that no award will be presented in that category
8. Sub-committee chair and co-chair will facilitate all communication with award winners and nominators including award acceptance, and pre/post event information
9. Sub-committee chair and co-chair will facilitate obtaining photographs and biographical information related to award winners and prepare for media and publicity purposes
10. By accepting the award, winners must commit to attend National Philanthropy Day®
11. Award chair will coordinate purchase of award piece consistent with what has been used in the past
12. Award winners will receive four complimentary tickets to attend National Philanthropy Day® luncheon
13. Members of sub-committee will assist at National Philanthropy Day® as escorts for award winners and nominators/presenters as needed

## **Sponsorship**

1. Sponsorship levels, benefits and deadlines will be reviewed and updated accordingly by steering committee and sub-committee annually
2. Chair and co-chair of sub-committee will review and update printed materials including letters and benefits matrix
3. No changes will be made to sponsorship levels to accommodate requests from potential sponsors
4. All members of AFPGC Board will assist with sponsorship follow-up calls
5. Sponsorship solicitation will not begin until all award winners are confirmed

## **Media**

1. Sub-committee will identify and coordinate purchased advertising/media opportunities and printed materials related to National Philanthropy Day® to recognize award winners and sponsors
2. Printed materials utilized in the past have included magazine inserts, save-the-date postcards, invitations, advertising and event programs

## **Publicity**

1. Sub-committee will identify and coordinate free publicity related to National Philanthropy Day® to recognize award winners and sponsors and facilitate production of video to introduce award winners at luncheon
2. Sub-committee will create all pre and post event press releases and promotional copy to ensure consistency of message
3. Past publicity opportunities have included press releases, public service announcements and radio and television interviews. Past event elements have included award video and video presentation to recognize award winners, sponsors, vendors and donors throughout event facility.

## **Workshops**

1. Sub-committee will identify potential topics, speakers and workshop format and present recommendations to event chair and steering committee
2. Steering committee will determine format and speaker based on recommendations of committee and event budget
3. Sub-committee will coordinate all arrangements with speaker(s) as needed including program outlines, biographical information for publicity, audio/visual needs, travel arrangements, event hospitality ...etc.
4. Sub-committee will prepare resource packages for individuals attending workshops
5. All workshop presenters will be invited to attend the luncheon at not cost

## **Chapter Administrative Services**

1. Receive and respond to all event inquiries; contact appropriate committee as needed
2. Prepare award nomination mailing in collaboration with award chair

3. Receive award nominations and document date and time of receipt of each nomination
4. Prepare vendor/sponsor solicitation mailing in collaboration with sponsorship chair
5. Receive sponsorship confirmations and contact appropriate sponsorship follow-up contact when confirmation is received
6. Maintain honor roll information and provide updates to steering committee as needed
7. Work with logistics committee to secure location and related venue details
8. Receive payments, process expenses accordingly and prepare financial reports
9. Receive reservations
10. Work with workshop committee to ensure all related details are addressed with venue
11. Prepare event acknowledgements and award winner follow up with steering committee

**Other**

We will not waive NPD fees for members and volunteers. This includes luncheon and workshop(s). The only exception is item #11 under "Committee Structure and Operations".