

Partners in PURPOSE

2027 PROSPECTUS

Through AFP DC's "Partners in Purpose" program, your organization can actively engage with fundraising professionals while making a tangible difference in the communities we support.

ABOUT AFP DC

The Association of Fundraising Professionals Washington, DC Metro Area Chapter (AFP DC) provides fundraisers with the hands-on strategies, tools, and best practices they need to advance their organizations' missions and to grow professionally. AFP DC is the largest AFP chapter in the world, and the only organization in the DC area committed to the professional development of all fundraisers.

WHY PARTNER?

- **Increase your visibility and recognition** within the fundraising community.
- **Connect with nonprofit leaders and decision-makers** throughout the Washington, DC region.
- **Support the advancement of the fundraising profession** through scholarships, education, and chapter programs.
- **Align your brand with purpose-driven initiatives** and a trusted professional association.
- **Receive year-round recognition** through AFP DC events, communications, website, and social media.

Our partners make AFP DC's programs, events, scholarships, and professional development opportunities possible. Partnership levels range from Friend to Visionary, allowing you to choose an investment that aligns with your goals and budget. Top-tier sponsors receive exclusive opportunities to support signature programs, educational initiatives, major chapter events, and specialized networking opportunities.

All partners receive **year-round visibility** through AFP DC communications and events, including newsletter features, customized social media promotion, website recognition, complimentary memberships and event registrations, webinar opportunities, and recognition across chapter programs. Partnering with AFP DC provides a targeted way to connect with hundreds of nonprofit professionals and decision-makers throughout the Washington, DC region.

READY TO PARTNER?

afpdc.org/become-a-partner

sponsor@afpdc.org

407.614.7020



Supporting AFP DC as a Partner in Purpose is among the first things The Sheridan Group budgets for each year. For us, it's less of a 'business development' expense and more of an investment in accelerating the growth of those entering the fundraising profession.

AFP DC consistently does an excellent job in fostering those who are new to the field, and we are happy to support the Chapter each year. In fact, I believe that every consultant and vendor in the professional community should do so.

- David M. Coyne, CFRE, The Sheridan Group

OUR COMMUNITY

300+
Nonprofits

100+
Young Professionals

350+
Executive-level
Members

2,500+
Email Subscribers

750+
Total Members

3,000+
Social Media
Followers

1,600+
Event
Attendees



2027 PARTNERSHIP OPPORTUNITIES

We offer a variety of partnership opportunities and welcome the chance to discuss the options that best fit your goals.

	VISIONARY	PATRON	LEADER	CHAMPION	CATALYST	ADVOCATE	FRIEND
	\$15,000	\$10,000	\$5,000	\$3,500	\$2,500	\$1,000	\$500
Number Available	2	3	4	2	∞	∞	∞
Exclusive sponsorship of either: 1. The AFP DC Rising Leaders and Young Professionals scholarship programs, including the opportunity to help select up to 12 scholarship recipients and present them with the awards, OR 2. AFP DC's 2027 full slate of Leadership, Global, and Core Education Sessions (~11 events), including the opportunity to introduce your organization, the session, and the speakers at each event.	✓						
Exclusive sponsorship of one of the chapter's signature events, with the option to host a pre-program event: 1. Sunset Social (June) 2. National Philanthropy Day (November) 3. Annual Meeting and Holiday Party (December)		✓					
Exclusive sponsorship of one of the following: 1. AFP DC's Affinity Groups 2. CFRE Prep Program 3. Bridge Conference Chapter Happy Hour 4. DC Chapter Happy Hour at ICON			✓				
Exclusive sponsorship of either: The Lunch & Learn Series OR Annual Volunteer Appreciation Event				✓			
Opportunity to host a partner-led webinar on a topic of your choice	✓	✓					
Featured in a promotional video for sponsored event or program	✓	✓					
Dedicated article in digital newsletter (2,500 recipients)	✓	✓	✓				
Complimentary AFP DC annual membership to use or give (\$465 value)	4	4	2	1	1		
Customized social media posts (LinkedIn: ~2,400 followers; Facebook: ~600 followers)	4	3	2	1	1		
Complimentary registration to an AFP DC social or educational event, to use or give	10	8	5	3	3	2	1
Recognition on AFP DC website	✓	✓	✓	✓	✓	✓	✓
Recognition on all AFP DC newsletters and e-blasts (~250 emails/year each reaching ~700 people)	✓	✓	✓	✓	✓	✓	✓
Recognition at all AFP DC events (~15 events/year)	✓	✓	✓	✓	✓	✓	✓
Social media mention (LinkedIn: ~2,400 followers; Facebook: ~600 followers)	✓	✓	✓	✓	✓	✓	✓

