



## Securing Buy-In to Attend AFP Greater Toronto Chapter's Fundraising Day

### *Aligning Your Professional Development with Organizational Performance*

Taking time away from the office to attend Fundraising Day will result in tangible benefits that have a strong impact on your organization's performance in addition to your professional and personal growth. Here are a few specific takeaways you'll gain from attending each of this year's sessions, which aim to help you increase your skills and knowledge in order to maximize your company's return on the investment:

1) The 2019 education program features hands-on working sessions and presentations from leading small shops, mid-sized and large organizations such as: Sunnybrook Foundation, Agents of Good, The Royal Ontario Museum (ROM), Plan International Canada, Candela Strategies and more.

2) I can directly relate session content to my ability to perform my job with increased success, including:

- Ways to maximize donor engagement and stewardship.
- Implementing unique skills and strategies such as improv, public speaking, research, and volunteer management.
- Improvement principals within our organization.
- Identifying key trends that our organization can tap into, such as changing perceptions on Canadian giving and the non-profit sector, innovative marketing campaigns and new partnership opportunities.
- Tried-and-tested ways to foster diversity and inclusion processes and procedures internally and externally, to improve our organization's internal culture and overall performance.

3) Our organization's presence at Fundraising Day will demonstrate our commitment to promoting excellence in the fundraising profession. I will further benefit from my involvement by networking with peers in the industry and AFP community.

4) I will gain insights from my peers and be able to compare and benchmark our current practices with others' to ensure that our organization is on par with industry standards and best practices.

5) By attending Fundraising Day, our organization will be able to position itself as a best-in-class employer committed to professional development. Further, I will be in a position to share



lessons learned with my colleagues and will hold a debrief session allowing others in my organization to benefit from the conference after the day concludes.

**Setting Specific Objectives**

As part of getting buy-in, ask management about their specific goals, including takeaways you should seek out and questions you should follow up on. *What does your organization want to gain from your attendance at Fundraising Day?* We encourage you to highlight topics in the educational program that respond directly to organizational objectives using the following table:

Company Need/Goal	Fundraising Day Takeaways
e.g. Expand our donor stewardship initiatives	
e.g. Enhance our diversity & inclusion program	

**SAMPLE LETTER TO FOLLOW**

