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## Case For IDEA

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### WHY IS IDEA IMPORTANT FOR AFP CHAPTERS?

#### INTRODUCTION

The fundraising profession is currently undergoing one of the most significant shifts since AFP was founded in the 1960s: Baby boomers donors are aging, Generation Xrs are being forgotten, millennials aren't yet giving substantially, women now hold more assets than ever, and our communities and stakeholders are changing. Consequently, fundraising must shift as well.

#### AFP CHAPTERS' COMMITMENT TO IDEA

AFP is committed to promoting diverse, inclusive, equitable and accessible chapters where every member, volunteer, staff, and board member can realize their potential and have their contributions valued. At the chapter level, this means, engaging in activities and implementing strategies that make chapter more inclusive and reflects its community.

AFP chapters are challenged to state their commitment to IDEA taking steps to advance the inclusiveness, diversity, equity, and access (IDEA) in their chapter and communities. They are challenged to set IDEA goals consistent with AFP's overarching goals and also tailored to meet their Chapter's members, stakeholders, and supporters.

To assist chapter leaders as they implement IDEA, two new resource guides are now available:

- *Getting Started with IDEA* – for chapters that are just beginning to implement diversity, inclusion, equity and access activities
- *Best Practices for IDEA Activities* – free, low (or no) cost strategies and activities that can be used by chapters just beginning or chapters with an IDEA Committee

These resource guides were developed to assist AFP chapters in overcoming barriers in implementing IDEA activities and highlight strategies/activities that can be used in your chapter's programming and operations.

## Inclusion, Diversity, Equity and Access (IDEA) Definitions

**Inclusion**--The ability of AFP to attract, retain, accommodate, and involve a range of diverse people who are valued, accepted, and comfortable at the international, national, regional or local chapter level.

**Diversity**--AFP defines diversity as a core value. It is an inclusive concept encompassing, without limitation, race, color, ethnicity, gender identity, sexual orientation or identity; religion, nationality, age, economic class, educational level, language, physical, mobility and ability, geography, and marital and parental status. The state of being diverse means having the broadest possible representation of individuals, experiences, and perspectives in all-encompassing terms.

**Equity**--Creating a level playing field for individuals or groups according to their respective needs, which may include equal treatment or treatment that is different but is considered equivalent in terms of rights, benefits, obligations and opportunities.

**Access**--The commitment to foster attitudes, behaviors, and procedures to facilitate access that promotes equity and diversity, fosters inclusion and allows people to maximize their contribution to our association and communities that our members serve.

## HOW WILL AFP SUPPORT YOUR CHAPTER?

Understanding how to engage with your members on IDEA can be difficult. We sometimes don't take action because we don't want to get it wrong or don't know how to find the answers. Despite our experience building relationships, moving beyond our familiar communities or including someone with a different history? can be difficult. How you put IDEA into practice depends on your community, availability of volunteers, and your chapter's willingness to invest in making IDEA a part of your chapter's culture

Although *every chapter is different*, AFP is committed to developing and sharing the resources that you and your chapter need to be successful in developing and supporting new relationships and implementing IDEA initiatives.

- Reach out to Heba Mahmoud, Director, Chapter Engagement, [hmahmoud@afpnet.org](mailto:hmahmoud@afpnet.org) or 1-800-666-3862, ext. 486.
- Visit our website [afpnet.org](http://afpnet.org): The AFP Chapter Leader Resources section of the website contains a section for Chapter IDEA Chairs where templates, discussion guides, engagement ideas, Friends of Diversity designation information, and a host of other resources can be found (member log-in required).
- We have launched a coaching program that will support your Chapter to understand and implement IDEA in ways that best fit your community.
- AFP will also present sessions at our International Conference that address the latest challenges and opportunities our members are experiencing through the IDEA program.

As AFP Members, we set the standard and stand as leaders in our industry. It is all of our responsibility to embrace IDEA and take action at the chapter level to promote IDEA for the betterment of our profession (and ourselves). Ultimately, the rich and varied viewpoints and perspectives of a diverse chapter fosters creativity, growth, and innovation which strengthen your chapter and your community!