

AGF STRATEGIC WORK PLAN 2007

Goal 1. EDUCATE: To become the primary provider of philanthropic programs and services in Arizona to ensure competent, ethical and knowledgeable grantmakers, providing skill-building, networking, and educational opportunities to grantmakers through program, as well as newsletters, website, and technical assistance.

Objective 1: Strengthen current programming/services

- Offer 10 quality luncheon programs
 - **Average rating of at least 4.0 out of 5.0
 - **Average attendance of at least 40
- Offer 1-2 longer programs
 - **Average rating of at least 4.0 out of 5.0
 - **Average attendance of at least 25
 - **Revenues at least match expenses
- Co-sponsor at least 2 teleconferences on topics of national interest
- Conduct at least one program in both Flagstaff and Tucson
- Use video conferencing technology to bring AGF programs to funders in other parts of the state
- *Sponsor Family Foundation Dialogue Sessions*
- *Explore possibility of co-sponsoring conference on growing philanthropic resources in AZ with United Ways, Community Foundations, SVPAZ, AFP, Philanthropy Roundtable and other relevant groups*
- *Explore possibility of co-sponsoring session with one or both women's foundations.*
- *Co-Sponsor Youth Philanthropy Summit in Tucson in January*

Objective 2: Provide information on community problems/needs/potential responses and related national trends

- Produce 6 issues of MemberExchange newsletter
- Circulate relevant information to members via email alerts
- Respond in timely fashion to member requests for information
 - **Average response time of 24 hours.
 - **Membership feedback indicates 90% satisfaction rate.

Objective 3. Facilitate opportunities for grantmakers to exchange and share information

- Encourage members and nonprofits to update local website information on Capital Campaigns.
- Encourage AGF members to utilize Listserve
- Support the activities of at least three affinity groups (family foundations, education funders, youth philanthropy funders, capacity building funders)

Objective 4. Enhance AGF member access to critical resources

- Maintain contract with the Foundation Search or other provider to get access to latest data on Arizona foundation giving trends
- *Upgrade the AGF website to include the Forum of RAG's Knowledge Management system*
- *Survey AGF members regarding website usage and explore possibility of incorporating Association Management and Content Management components*
- *Upgrade web resources related to Youth and Philanthropy programs*

Goal 2. PARTNER: Foster relationships among grantmakers and other entities

Objective 1: Enhance mutual understanding between grantmakers and grantseekers

- Provide at least 2 joint programs for grantseekers and grantmakers
- Partner with Alliance of AZ nonprofits on Phoenix Grants Forum

Objective 2: Strengthen relationship between AGF and other groups committed to building the nonprofit sector

- Continue to build relationships with leaders of ACF, SVP AZ, ASU Center for Nonprofit Leadership and Management, ONE, Alliance of Arizona Nonprofits, Phoenix Grants Forum, AFP, etc. to explore ongoing opportunities for collaboration.

Objective 3. Encourage and explore collaborative and cooperative funding projects with the public and private sector

- Encourage AGF members to use AGF website, list serve, etc. to notify other members of collaborative funding opportunities
- *Post relevant information on collaboration at the AGF website*
- *Conduct at least one program that might support the development of additional funder collaboratives in AZ*
- *Sponsor program addressing a key issue facing Arizona Communities and inviting dialogue between funders and other community leaders on how to work more collaboratively.*

Goal 3: PROMOTE: Educate Arizona leaders and citizens about the Arizona Grantmakers Forum and the importance of philanthropy in this state.

Objective 1: Establish working relationships with private and public sector leaders

- Invite public sector leaders to dialogue with AGF membership
- Explore linkages with economic development community leaders
- *Continue to explore partnership with Phoenix Business Journal to publish list of top corporate philanthropic donors*
- *Send delegation to Foundations on the Hill*
- *Sponsor Native Philanthropy Institute to be held in Scottsdale in April 2007*
- *Distribute copies of 2006 Giving in Arizona Report to Arizona leaders*

Objective 2: Participate in discussions about state and local issues

- AGF President/CEO attends relevant meetings and reports to members
- AGF President/CEO makes 3-5 presentations to community groups

Objective 3. Be recognized by the media as the most respected voice for organized philanthropy in Arizona.

- Continue to develop relationships with key staff at the Arizona Republic, Phoenix Business Journal and Arizona Daily Star.
- Send press releases on all appropriate Forum or AGF events, research, etc.
- Support AGF members with relevant research relating to their Op Ed pieces
- *Distribute 2006 Giving in Arizona Report to media*

Objective 4: Inform the public about the contributions of philanthropy in Arizona

- Secure 3-5 articles in local media outlets on AGF and/or philanthropy
- *Produce publication that highlights the positive impact of grantmaking in AZ*
- *Produce at least one program for general public on topic of philanthropy*

Goal 4: GROW: To Expand the size, reach and stability of AGF

Objective 1: Add a minimum of 10 new members

- Continue strategy to engage potential corporate members
- Work closely with the Community Foundation for So. Arizona to try and enroll more funders from the Tucson area
- Explore various ways to enroll funders within Maricopa County who are not currently AGF members
- Partner with AGF to reach out to tribal philanthropic groups
- *Introduce new member half-price discount for first year.*

Objective 2: Retain 90% of current membership and membership satisfaction rating of 90%

- Conduct member satisfaction survey in March
- Meet personally with at least 30% of members, including all new members
- Conduct exit interview with all members who don't renew

Objective 3: Develop a stable financial base

- *Increase membership contributions to \$86,500*
- *Achieve membership dues of \$112,600*
- *Launch campaign to generate \$10,000 from non AGF members*
- *Secure underwriting to ensure AGF programs make money*

Objective 4: Strengthen Board Development

- *Conduct Board Strategic Planning Retreat*
- Identify potential new board candidates
- Expand member involvement on committees