



SPONSORSHIP OPPORTUNITIES

AFP MASSACHUSETTS

2024





Support a Community of Changemakers

The Association of Fundraising Professionals (AFP) Massachusetts Chapter empowers individuals and organizations to practice ethical and effective fundraising through professional education, networking, research and advocacy. With more than 7,000 newsletter email contacts and 1,200 program participants annually, we connect thousands of nonprofit professionals through evidence-based training programs, community-building events, fellowships, networking, and more.

We invite you to join us by becoming one of our valued sponsors and supporters.

Sponsorship funding is the driving financial force behind our ability to equip fundraisers with the skills and resources they need to amplify their impact on our community. Your commitment will strengthen our capacity to serve as a nexus where fundraisers of all backgrounds, abilities, career levels, and sectors can thrive, collaborate, grow, and lead.

In this prospectus, you will find details outlining our chapter's **premier sponsorships** — our most prominent engagement lasting 12 months — and **à la carte opportunities** to connect with our network and showcase your commitment to philanthropy. You may support multiple options to build the optimal experience for your organization.

Together, we can make a lasting impact on the nonprofit community in Massachusetts and beyond. Thank you for your consideration.

To register your support, visit our [**2024 Registration Page**](#)

For more information about sponsorships, please contact
Allison Mitchell, Vice President of Sponsorship | sponsorship@afpmass.org



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AFP Massachusetts
www.afpmass.org
781-894-3140
info@afpmass.org

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sponsorship@afpmass.org

Chapter Highlights

600

FUNDRAISING DAY
IN BOSTON
ATTENDEES

1,200

PROGRAM
ATTENDEES

3,500+

SOCIAL MEDIA
FOLLOWERS

400

CHAPTER
MEMBERS

7,000+

NEWSLETTER
EMAIL CONTACTS

60

EDUCATIONAL
SESSIONS

60

CUMMINGS-AFP
FELLOWSHIP
ALUMNI

145

IDEA FELLOWSHIP
ALUMNI

\$32,000

SCHOLARSHIPS AND
FELLOWSHIPS AWARDED



2023

Ten Star AFP Chapter



Program Overview



Flagship annual fundraising conference, with 600 professionals convening in Boston for a full-day experience that includes more than 30 educational sessions, prominent keynote speaker, sponsors, exhibitors, breakout groups, networking, and more
Event: March 28, 2024, at Boston Marriott Copley Place



Annual awards celebration breakfast event honoring outstanding Massachusetts philanthropists, corporations, foundations, and fundraisers on National Philanthropy Day® to recognize their impact on our region, with awardee nominations sourced from the community
Event: November 15, 2024



Two-day, intensive introductory course with a 25-year legacy of success in cultivating the expertise of new-to-the-field development professionals who learn foundational fundraising knowledge, skills, and best practices from accomplished senior practitioners
Courses: April 10-11, 2024, and October 2024



NEW Two-day leadership development course created and led by members of the AFP Massachusetts board and community, offered in spring and fall for mid-career fundraising professionals who aspire to leadership positions in the nonprofit sector
Courses: May 14-15, 2024, and November 2024



Inclusion, Diversity, Equity, and Access (IDEA) two-year fellowship awarded to fundraisers with diverse backgrounds and experiences that are underrepresented in advancement, with scholarships to chapter programs and events in year one and mentorship, committee participation and ongoing networking in year two
Fellowship: Fellowships commence in January



One-year capacity-building fellowship, generously funded by the Cummings Foundation, that invests in the development of local fundraisers — with an emphasis on smaller organizations and new practitioners — by facilitating access to AFP Massachusetts programs
Fellowship: Fellowships awarded in October



Popular virtual series that allows nonprofits to dialogue directly with featured grant-makers to learn about their funding priorities and application processes, hear important updates, and gain key insights that strengthen fundraisers' ability to secure and sustain grant support
Series: Jan 15 - Feb 29 and July 15 - Aug 31



Annual summer after-hours social mixer that brings chapter members together at a Boston-area location for a casual evening of networking, cocktails, and conversation with AFP Massachusetts colleagues, board members, and fellow development professionals
Event: June 13, 2024

Opportunities At A Glance



PREMIER SPONSORSHIPS

Prominent 12-Month Engagement

Chapter Sponsor	\$10,000
Patron	\$7,500
Benefactor	\$5,000
Friend	\$3,000



À LA CARTE OPPORTUNITIES

Fundraising Day in Boston (March 28, 2024)

Exhibitor Table	\$1,500
Networking Happy Hour Sponsor	\$2,500
Career Table Sponsor	\$1,500
Morning Coffee Break Sponsor	\$1,000
Afternoon Coffee Break Sponsor	\$1,000
Vertical Pop-Up Banner	\$1,000
Conference Program Advertisement	\$500

Program Support

2024 IDEA Fellowship Sponsor	\$5,000
2024 Fundraising Fundamentals Sponsor	\$3,000
2024 Emerging Leaders Sponsor	\$3,000
2024 Meet the Funders Sponsors	\$2,000
2024 Annual Member Social Sponsor	\$1,500
2024 Massachusetts Gives Awards	\$500+

Advertising Opportunities (April 1 — Dec 31, 2024)

Email Newsletter Advertisement	\$1,000
Web Banner	\$500

Premier Sponsorships



Premier Sponsorships

Twelve-month engagement, ending on the anniversary of enrollment

**CHAPTER
SPONSOR**
\$10,000

PATRON
\$7,500

BENEFACTOR
\$5,000

FRIEND
\$3,000

Benefits & Highlights



12 MONTHS OF VISIBILITY

Access **year-round sponsorship benefits** that help you increase your brand exposure, boost your marketing power, forge valuable relationships, and cultivate new leads throughout the year



AFP MASSACHUSETTS NETWORK

Reach an influential audience that includes **key decision-makers**, more than **2,000 leadership-level officers**, and **hundreds of nonprofit organizations** in Massachusetts and beyond



PREMIUM PERKS

Take advantage of **premier-level exclusives**, including access to the conference attendee **opt-in email list**, premium placement in chapter communications and collateral, invitation-only experiences, elevated recognition opportunities, and more



2024 Premier Sponsor Benefits

Benefits that are not claimed by the sponsor during the sponsorship period will expire

	CHAPTER SPONSOR \$10,000	PATRON \$7,500	BENEFACTOR \$5,000	FRIEND \$3,000
2024 FUNDRAISING DAY IN BOSTON CONFERENCE				
Recognition as Conference Sponsor	X			
Opportunity to Deliver Conference Opening Remarks	X			
Special Conference Recognition	Keynote Sponsor	Session Sponsor (1 session)		
Opportunity to Partner with AFP Massachusetts on Educational Session During Year (subject to approval)	2 sessions	1 session		
NEW QR Code in Conference Program	X	X		
NEW Invitation to Special Networking Opportunity	X	X	X	
Ability to Provide Promotional Flyer (8.5x11 in max)	X	X	X	
Conference Program Listing	With Logo	With Logo	X	X
Pre-Conference "Meet Our Sponsors" Email Listing	With Logo	With Logo	X	X
Exhibit Hall Placement	Premier	Premier	Premier	X
One-Time Access to Conference Attendee Email List (Opt-Ins Only)	On Demand	Pre-Event & Post-Event	Pre-Event & Post-Event	Post-Event
Complimentary Conference Tickets & Discounted Rate for Additional Tickets (\$295 each)	6	5	3	2
ADDITIONAL RECOGNITION				
NEW 100-word Promotional Message in Email Newsletter (to run in up to 4 consecutive email blasts)	X			
NEW AFP Massachusetts Social Media Recognition	3 posts	2 posts	1 post	
AFP Massachusetts Sponsor Webpage Listing	Premier Placement Hyperlinked	Premier Placement Hyperlinked	Hyperlinked	X
Listing in AFP Massachusetts Email Newsletter Blasts	Premier Placement	Premier Placement	X	X
AFP Massachusetts Homepage Anchor Listing	Premier Placement Hyperlinked	Premier Placement Hyperlinked	X	X
Annual Meeting Slideshow Listing	X	X	X	X
DISCOUNTED REGISTRATION RATES				
Discounted Rates on Program and Event Registrations Purchased for Employees	X	X	X	X

To register your support, visit our [2024 Registration Page](#)

For more information about sponsorships, please contact sponsorship@afpmass.org

À La Carte Opportunities



À La Carte Opportunities

May be purchased individually or in addition to other support

FUNDRAISING DAY IN BOSTON 2024

March 28, 2024 — Boston Marriott Copley Place

EXHIBITORS	Exhibitor Table	\$1,500	Rental space onsite for exhibitor table display Includes 1 conference ticket Ability to purchase additional tickets for \$295/each Standard 3x6 table and 2 chairs provided Recognized in conference program (Exhibitor table not associated with a sponsorship)
	Networking Happy Hour Sponsor	\$2,500	Sponsorship of closing networking reception Includes 4 tickets to the networking happy hour Ability to provide marketing materials for attendees Recognized in happy hour signage; conference webpage; “Meet Our Sponsors” pre-event email; conference program
SPONSORSHIPS	Career Table Sponsor	\$1,500	Sponsorship of career table(s) in conference foyer showcasing job opportunities and executive searches Includes 1 conference ticket (additional tickets \$295 each) Recognized in career table signage; conference webpage; “Meet Our Sponsors” pre-event email; conference program
	Morning Coffee Break Sponsor	\$1,000	Sponsorship of morning coffee break Recognized in break-time signage; conference program
	Afternoon Coffee Break Sponsor	\$1,000	Sponsorship of afternoon coffee break Recognized in break-time signage; conference program
ADVERTISING	Vertical Pop-Up Banner	\$1,000	Rental space onsite for vertical pop-up banner (organization-provided; self-standing; 36 in maximum width) Spaces limited, available on first come, first served basis For map of available locations, contact info@afpmass.org
	Conference Program Advertisement	\$500	Quarter-page color ad in conference program (Ad Size: 3.75 in W x 5 in H)

À La Carte Opportunities

May be purchased individually or in addition to other support

PROGRAM & EVENT SPONSORSHIPS

2024 AFP Massachusetts chapter program and event sponsorship opportunities

PROGRAM SPONSORSHIPS	2024 IDEA Fellowship Sponsor	\$5,000	Sponsorship of 2024 fellowship (Jan - Dec 31, 2024) Includes 4 tickets to Fundraising Day in Boston conference 1 AFP-hosted fellowship experience at 2024 conference 1 AFP-hosted fellowship experience in 2024 Rental space for exhibitor table at 2024 conference Recognized in 2024 program materials & website
	2024 Fundraising Fundamentals Sponsor	\$3,000	Sponsorship of 2024 courses (April 10-11 & Oct 2024) Includes 1 ticket to spring course and 1 ticket to fall course Rental space onsite for program table display Recognized in 2024 program materials & website
	2024 Emerging Leaders Sponsor	\$3,000	Sponsorship of 2024 courses (May 14-15 & Nov 2024) Includes 1 ticket to spring course and 1 ticket to fall course Rental space onsite for sponsor table display Recognized in 2024 program materials & website
	2024 Meet the Funders Sponsors	\$2,000	Sponsorship of 2024 series (10+ virtual dialogues) Complimentary registration to 2024 series (all sessions) Recognized in 2024 program materials & website
EVENTS	2024 Annual Member Social Sponsor (June 13, 2024)	\$1,500	Sponsorship of 2024 member social (June 13, 2024) Includes 4 tickets to the 2024 in-person member social Event location preferences open to discussion Ability to provide marketing materials to attendees Recognized in 2024 event materials & registration page
	Massachusetts Gives Awards Celebration Sponsors & More (November 15, 2024)	\$500 and above	Multiple opportunities available (Nov 15, 2024) Event sponsorships, tribute opportunities, and advertising options available for the 2024 awards celebration event For details, please contact info@afpmass.org

À La Carte Opportunities

May be purchased individually or in addition to other support

CUSTOM SPONSORSHIPS

Our goal is to provide many avenues for you to support our mission. We are open to discussing custom options, such as named scholarships or fellowships, with benefits commensurate with the level of financial support provided. To discuss possibilities not listed in this prospectus, please send inquiries to sponsorship@afpmass.org.

ADVERTISING OPPORTUNITIES

Available **April 1— December 31, 2024** (orders may be placed in advance)

AVAILABLE FOR PRE-ORDER	Email Newsletter Advertisement <i>7,000+ email contacts</i>	\$1,000	100-word promotional message in up to 4 consecutive AFP Massachusetts email newsletter blasts (max) Message must be development-related and of tangible benefit to fundraisers in Massachusetts or New England All materials are subject to approval and must be received prior to AFP Massachusetts deadlines for ad to be included in desired week's email. Delays may cause the ad to be held until the next email newsletter or rescheduled.
	Web Banner Advertisement	\$500	Web banner on AFP homepage carousel for 2 weeks (Maximum Size: 484 W x 269 px H; 249 KB)

To place an advertisement order, please email the AFP Massachusetts Office | info@afpmass.org

To register your support, visit our [2024 Registration Page](#)

For more information about sponsorships, please contact
Allison Mitchell, Vice President of Sponsorship | sponsorship@afpmass.org

Signature Programs



Fundraising Day in Boston

MARCH 28, 2024 — BOSTON MARRIOTT COPLEY PLACE

One of the largest single-day annual fundraising conferences in New England, our flagship event draws **more than 600 attendees** for a dynamic full-day experience that includes more than 30 educational sessions, interactions with sponsors and exhibitors, a prominent keynote speaker, breakout groups, networking opportunities, and more.



WAYS TO ENGAGE WITH FUNDRAISING DAY IN BOSTON:

Premier Sponsorships (Prominent 12-Month Engagement)

Chapter Sponsor	\$10,000
Patron	\$7,500
Benefactor	\$5,000
Friend	\$3,000

À La Carte Opportunities (Conference Only)

Networking Happy Hour Sponsor	\$2,500
Career Table Sponsor	\$1,500
Morning Coffee Break Sponsor	\$1,000
Afternoon Coffee Break Sponsor	\$1,000
Exhibitor Table	\$1,500
Vertical Pop-Up Banner	\$1,000
Conference Program Advertisement	\$500

To learn more about the conference, visit [Fundraising Day in Boston](#)

Massachusetts Gives Awards Celebration

NOVEMBER 15, 2024

The Massachusetts Gives Awards Celebration honors exceptional Massachusetts philanthropists, corporations, foundations, volunteers, and fundraisers on National Philanthropy Day®, with nominations submitted by the community. **More than 150 guests** gather at this annual Boston breakfast event to celebrate the impact of philanthropy.



2023 AWARD RECIPIENTS

PAUL ENGLISH

Leader in Philanthropy

MYLES MCCONNON & BILL ROSE

Big Heart Service Award

GRANITE TELECOMMUNICATIONS

Outstanding Corporate Philanthropist

RICHARD AND SUSAN SMITH

FAMILY FOUNDATION

Outstanding Philanthropic Foundation

IMARI PARIS JEFFRIES, PHD

Outstanding Fundraising Professional

MARY FLYNN MYERS

Lifetime Achievement in Fundraising

AWARDS CELEBRATION SPONSOR

Home Base

EVENT SPONSORS

Campaign for Catholic Schools

Dana-Farber Cancer Institute

BCG Connect

Bridge Over Troubled Waters

Habitat for Humanity Greater Boston

To learn more about the awards, visit [Massachusetts Gives Awards](#)

Fundraising Fundamentals

SPRING COURSE: APRIL 10-11, 2024

FALL COURSE: OCTOBER 2024

Backed by a curriculum with a 25-year legacy of success, this two-day introductory course cultivates the expertise of **new-to-the-field professionals** who learn foundational fundraising knowledge, skills, and best practices from accomplished senior practitioners. New cohorts enroll in this in-person course each spring and fall.



JONATHAN ALLEN, JD, MTS

Director of Development,
Leadership Brainery
Board Member,
AFP Massachusetts

“As a startup nonprofit co-founder who has taken on the role of Development Director, the Fundraising Fundamentals course was very insightful and provided me with key strategies that we immediately leveraged to drive greater engagement for our end-of-year campaign. Notably, I received some great advice from one of the presenters to request a \$50k match gift from our board — which they did! We raised over \$100,000 in eight weeks from over 200 supporters to continue closing wealth gaps by increasing equitable access to master’s and doctoral degrees for underrepresented communities as an accelerated pathway to management and workforce leadership.”

To learn about upcoming course sessions, visit our [Event Calendar](#)

Emerging Leaders: Finding Your Voice



SPRING COURSE: MAY 14-15, 2024

FALL COURSE: NOVEMBER 2024

Created and led by experienced fundraising leaders from the AFP Massachusetts board and community, this two-day, in-person course guides **mid-career professionals** who have at least four years of development experience and aspire to leadership positions in the nonprofit sector. Through presentations, readings, group exercises, and guest appearances, learners gain insight into projecting executive presence, navigating organizational structures, building trust and confidence, expanding critical networks, and becoming strategic thinkers and planners during this **in-demand new offering** that attracts a **cohort of 25-30 participants** in spring and fall.

FEATURED FACULTY MEMBERS (NOVEMBER 2023)

JONATHAN ALLEN
Leadership Brainery

TYRONE LATIN
Harvard University

MAUREEN PEÑA
The Peña Network

DAVID BROWN
AFP Massachusetts Board

MAUREEN HUMINIK
Lindauer

JUDY SAGER
American Technion Society

MARIBETH CANNING
Maribeth Canning
Consulting

JOE MANOK
Clark University

STEPHANIE TRUESDELL
Catholic Memorial High School

LEAH GALLANT, PHD
Massachusetts Institute
of Technology

O'NEIL OUTAR
Greater Boston Food Bank

DAVID WOODRUFF
Marts & Lundy

To learn more about the course, visit [Emerging Leaders](#)

IDEA Fellowship

FELLOWSHIPS COMMENCE IN JANUARY

Grounded in breaking down systemic barriers and diversifying the development field, the **Inclusion, Diversity, Equity, and Access (IDEA) Fellowship** is a two-year program for fundraisers with diverse backgrounds and experiences that are underrepresented in advancement. In the first year, five fellows are awarded full scholarships to Fundraising Day in Boston and Fundraising Fundamentals and complimentary access to other programs and events. In the second, fellows are partnered with a seasoned fundraising mentor, participate in an AFP Massachusetts committee, and engage in ongoing networking opportunities.



“The program gave me a window into the varying aspects of fundraising and the opportunity to be around people in the field and learn by taking advantage of the programs. Having the "Fellows badge" made me feel part of things and encouraged me to grow in the work. It was a signature that I was supposed to be growing and advancing in my career, which was helpful. Development is now officially in my blood.”

IDEA FELLOWSHIP ALUMNUS

To learn about the program and fellows, visit [IDEA Program](#)

Cummings-AFP Fellowship

FELLOWSHIPS AWARDED IN OCTOBER

Generously supported by a grant from the **Cummings Foundation**, the Cummings-AFP Fellowship Program invests in the development of local fundraisers — placing special emphasis on early-career individuals from small and mid-sized organizations — by awarding \$1,000 to access their choice of AFP Massachusetts offerings, including the Fundraising Day in Boston conference and Fundraising Fundamentals course.

2023-2024 RECIPIENTS

Acton Food Pantry	Melrose Alliance Against Violence
BINA Farm Center	Mental Health Collaborative
Breaktime	One Family Inc
Charles River Watershed Association	One Summit
Cole Resource Center	People Helping People
Community Conversations	Potencia
Connors Kindness Project, Inc	Project Adventure
Disability Policy Consortium	Speak Out Boston
Food for Free	ULEM
Gaining Ground	Vital Cxns
Global Arts Live	Wellspring House
Lyric Stage Company of Boston	World Ocean School

“As we grow as leaders and fundraisers, we are able to grow our organizations and positively impact more people. Helping us help others empowers everyone. It is a virtuous cycle. Thank you for this opportunity to learn.”

AFP-CUMMINGS FELLOWSHIP ALUMNUS

To learn more about the program, visit [Cummings-AFP Fellowship](#)

Meet the Funders

WINTER SERIES: JANUARY 15 — FEBRUARY 29, 2024

SUMMER SERIES: JULY 15 — AUGUST 31, 2024

Our popular Meet the Funders virtual series offers fundraisers the opportunity to **dialogue directly with featured grant-makers** to hear firsthand updates, learn more about funding priorities and application processes, and gain critical insights that strengthen fundraisers' ability to secure and sustain support for their organizations. The program includes a winter and summer series, with 10 or more virtual sessions offered in the year.

RECENT PARTICIPANTS HAVE INCLUDED:

Amelia Peabody Charitable Fund
Barr Foundation
Cabot Family Charitable Trust
The Clowes Fund

GMA Foundations
Hemenway and Barnes
Highland Street Foundation
Liberty Mutual Foundation

To learn about upcoming sessions, visit our [Event Calendar](#)

Annual Member Social

JUNE 13, 2024

Each summer, the Annual Member Social brings chapter members together for a casual **evening of networking, cocktails, and conversation** in a Boston-area location, such as Trillium-Fenway. The venue may be determined in collaboration with the event sponsor.

To learn more, contact AFP Massachusetts at info@afpmass.org

Thank You 2023 Sponsors & Supporters

LEAD FOUNDATION DONOR



CHAPTER SPONSORS



BENEFACTORS

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BOYDEN
DEVELOPMENT GUILD DDI
DONORSEARCH

FRIENDS

BCG CONNECT
BOSTON MEDICAL CENTER
DANA-FARBER CANCER INSTITUTE
FIVE MAPLES DEVELOPMENT COMMUNICATIONS
IMPACT ALIGNED
iWAVE
MUSEUM OF FINE ARTS, BOSTON
STRATUSLIVE
TRILLION

CONFERENCE EXHIBITORS

BIDFIRE	LINDAUER
BLOOMERANG	PEAR ASSOCIATES
GIVZEY	PGGNE
GLOBALFACES-HCB	SARAH J CONSULTING
LIBRETTO	THE VENTI GROUP

SUPPORTERS

ADOBE
AFRICAN AMERICAN DEVELOPMENT
OFFICERS (AADO) NETWORK

2024 Calendar Highlights

- January 15 - February 29 | Meet the Funders winter series
- March 28 | Fundraising Day in Boston annual conference
- April 10-11 | Fundraising Fundamentals spring course
- May 14-15 | Emerging Leaders in Fundraising: Finding Your Voice
- June 13 | Annual Member Social
- July 15 - August 31 | Meet the Funders summer series
- October (Dates TBD) | Fundraising Fundamentals fall course
- November 15 | Massachusetts Gives Awards Celebration
- November (Dates TBD) | Emerging Leaders in Fundraising: Finding Your Voice
- December (Dates TBD) | Annual Chapter Member Meeting

Connect with Us



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WALTHAM, MA 02452



781-894-3140



INFO@AFPMASS.ORG



WWW.AFPMASS.ORG

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