

# Evaluation measures

Business



Association of Fundraising Professionals Introduction The Association of Fundraising Professionals deals with community empowerment through the support of its members, and their main aim is to promote professional services in philanthropy and fundraising. Some of the key stakeholders of the Association include; AGC The Creative Advantage, Cleveland Clinic, CTAC, Grants Plus, Key Private Bank, Maxine Goodman Levin College of Urban Affairs, Miracle Resources, Ohio planned Giving Council, Post-Up Stand Inc, Second Story Productions, Streets of Manhattan, Team promotions, The Plain Dealer, The Union Club, and Volunteers of America of Greater Ohio. These groups constitute a major part in this Association, and it is through their help and support that the Association is able to carry out its activities.

The Association is keen on implementing its goals in order to meet the 7 Measures of success. Professional practice standards are high to ensure trust from the customer Association of Fundraising Professionals (AFP). (2012).

This shows that customer service is well catered for by the association.

Members follow certain guidelines and principles to ensure the services they give out are in line with the mission. The Association also has member discounts for those joining the association. The Association also has a fundraising executive (CEO), who presides over the meetings and other programs to ensure mission achievement. The members engage in discussion and dialogue every once in a while to ensure that the association does not part from its mission. They offer research, education and certification programs to ensure growth. They also have national discussion groups and offer career guidance and management. The AFP mission statement is;

“ The Association of Fundraising Professionals (AFP) Greater Cleveland

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Chapter is the recognized leader for advancing philanthropy by empowering fundraisers to serve throughout the region” (Association of Fundraising Professionals (AFP), 2012).

Alliance building in the Association is strategized in order for it to accomplish its targets. AFP teams up with other groups, known and unknown, and use that opportunity to pass the philanthropic message. The Alliance building starts with the coming together of individuals and groups having different ideas and perceptions about the work being done (Asae, 2012). With time, all the parties involved come to understand and share the Association vision and values. With this, a powerful association is built, one with both political power to influence others and a need to show social justice. Alliance building builds interest and aims to bridge divisions and ensure values, interests and priorities take over the Association (Asae, 2012).

Alliance building is a strategy used by associations to ensure that common values and interests are the core concern and that together; they can build an organization that is united and focused to one goal, in this case being philanthropy and fundraising (Asae, 2012). By building alliances, those that fund the Association, both outside and inside funders, see and are able to relate to how their funds are being used in respect to the values and human rights. Building alliance requires commitment, trust and communication. The major weakness in the Association is that some members do not view the organizations needs and standards for the people as a priority, thus do not conform to any rules (Asae, 2012).

## Conclusion

The seven measures of success make a whole lot of differences in the association depending on how serious they are taken. Customer service

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management is essential to ensure that customer relationship is maintained. The alignment of products and services with a mission enables the association to launch different strategies and services to ensure that the satisfaction is globally shared. Data-driven strategies; include both qualitative and quantitative methods of research on the market. This helps the Association to stay on track with its vision. Dialogue and engagement enable the Association to understand organizational culture and performance. Ideas from various management sectors allow for a professional environment to exist between the members of the Association. Organizational adaptability enables the association to be able to adapt well to change, and formation of alliances provide base for strategic objectives and interests to be put in place. All this aid the association to be more successful, strong and influential.

#### References

ASAE (The center for Association Leadership). (2012). 7 measures of Success. Retrieved on November 4, 2012 from <http://www.asaecenter.org/Resources/7measures.cfm>

Association of Fundraising Professionals (AFP). (2012). Advancing ethical and effective fundraising worldwide. Retrieved on November 4, 2012 from <http://www.afpnet.org/>