STRATEGIC PLAN 2016 — 2018 | 2018 DASHBOARD

1. Evaluate, enhance and communicate the value we offer to retain current members and attract potential members

Member Retention
GOAL: 90%

- 2016: 92%
- 2017: 90%
- 2018: 94%

Average regional association retention rate: 90% based on a 2017 United Philanthropy Forum report

Program Evaluations
GOAL: 4.5 out of 5

- 2016: 4.7
- 2017: 4.7
- 2018: 4.8

2. Achieve membership growth to reflect Arizona’s diverse funding community

Net New Members
2016 GOAL: 15
2017 GOAL: 6
2018 GOAL: 3

- Gross: 9
- Gross: 9
- Gross: 8

3. Expand AGF’s ability to influence key issues impacting Arizona

Highlights

- Secured $1 million Community Partnership Grant from the Satterberg Foundation for 2019-2021 to host Enduring Nonprofits Funder Collaborative, Arizona Social Equity Fund and build AGF’s capacity to serve as Arizona philanthropy’s voice

- AGF-led Arizona Early Childhood Funders Collaborative engaged IWS to develop and launch multimedia communications project to educate candidates, policymakers and the business community about the value of investing in early childhood education; collaborative launched Born to Learn AZ in October 2018

- Published seven PolicyMatters issues since January

- Held July 9 Census 2020 meeting in Phoenix and scheduled Nov. 15 Census 2020 meeting in Tucson

- AGF signed on United Philanthropy Forum’s letter to U.S. Department of Commerce urging withdrawal of the citizenship question from the 2020 census

- Hosted 2018 Arizona Philanthropy Day at the Capitol, co-hosted by Sen. Martin Quezada and Rep. Heather Carter on March 5; 10 AGF members and four legislators attended

Member Type
- Family: 31%
- Corporate: 30%
- Government: 4%
- Private: 10%
- Public: 25%

Member Geography
- Southern Arizona: 15%
- Central Arizona: 84%
- Northern Arizona: 1%

Pre-Program Post-Program
- 2016: 3.4
- 2017: 4.4