

Association of Fundraising Professionals (AFP)



21,292 AFP US Members

\$150/M**

**** /M stands for: per thousand (records)**

* Member rate \$115/M; AFP chapter rate \$55/M

The Association of Fundraising Professionals (AFP) is the professional association of individuals and organizations that generate philanthropic support for a wide variety of charitable institutions. Founded in 1960, AFP advances philanthropy through its 30,000 members in more than 230 chapters throughout the world. AFP has inspired global change and supported efforts that generated over \$1 trillion. AFP's individual and organizational members raise over \$115 billion annually, equivalent to one-third of all charitable giving in North America and millions more around the world.

Members engage in a wide range of areas including nonprofit planning, marketing, and management; proposals and grants; sponsorship; nonprofit law, tax, and accounting; ethics; capital campaigns, planned giving, and major gifts; and nonprofit board governance.

AFP is the world's largest association of fundraising professionals. A core purpose is to advance ethical and effective fundraising, and to ensure that fundraising is viewed as a credible and respected profession for civic betterment throughout the world. Members are 74% female and pay on average annual dues of \$250 along with chapter fees.

Source: 100% Direct Mail Generated

Please call for counts by Chapter or by Member Type.

If this list interests you, we also manage:

ASAE - The Center for Association Leadership
Council for Advancement and Support of Education
Direct Marketing Association of Washington

Selections Available:

Job Function	\$20/M
Chapter	\$20/M
State, SCF	\$11/M
Key Code	\$8/M
Nth Select	N/C

File Delivery Format:

By Email	\$85 Flat
NCOA, if requested	\$125 Flat

Information updated quarterly

File was last updated: 6/22

Terms & Conditions

- Minimum order: 2,500 names
- List rental for one-time use only
- Sample message required
- 48 hour turn-around once sample is approved by list owner
- Rush orders (less than 3 days): add \$50
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Cancel charges (before mail date): Running charges plus \$50
- Cancel charges (after mail date): Payment in full is required
- Reuse minimum (inquire)

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list. AFP reserves the right to refuse orders deemed by them to be contrary to the best interests of the membership.



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**SPECIALIZED Selections from AFP Counts below are
U.S. names only; call for non-U.S. counts; raw counts
shown before interfile dupes are removed.**

Job Function	Raw Counts
Decision Makers	3,942
Decision Influencers/Recommenders	5,512
Development Officers	1,378
Finance	34
Consultants & Owners/Partners	446
Communications	353
Foundations	238
Annual Fund/Giving	378
Capital Companies	15
Major Gifts	421
Planned Giving	111
Special Events	111
Grants Process	322
Academia/Education	10



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