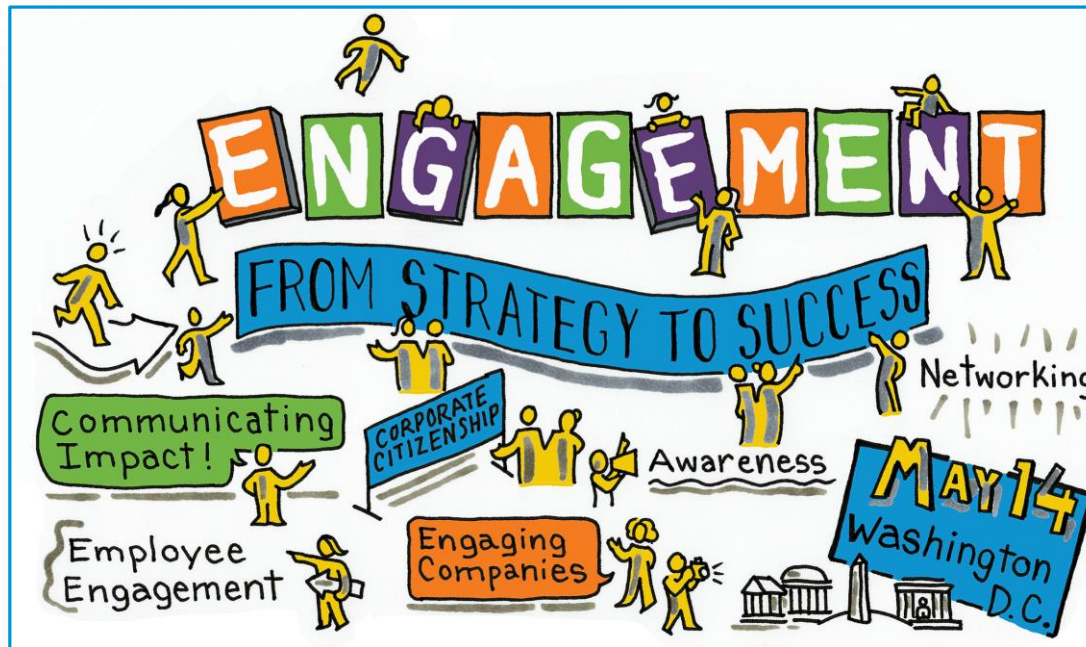




# 2015 Annual Membership Assembly



#EngagedGiving



@AmerCharities



# 2015 Annual Membership Meeting

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**Steve Delfin**

President and CEO, America's Charities

@SteveDelfin

#EngagedGiving



@AmerCharities

America's Charities  
MEMBER ASSEMBLY  
MAY 14, 2015

# Annual Member Meeting

Steve Delfin, CEO & President

Demonstrating our **VALUE** through sessions like this



## COMPETITIVE ENVIRONMENT

- Funds are fewer
- Need to provide evidence
- Have to scale

Pledges to members 5x to 10x HIGHER  
• Our campaign support

5,000+ social media subscribers

- LinkedIn
- Reamplifying members' news



Today's Session:

Campaigns for workplace giving have **CHANGED!**  
• Private sector campaigns are **UNIQUE**  
• **DRAMATIC** OUTCOMES

## TRENDS

Expect **MERGERS** in non-profit sector

Corporate partners seek to see **RESULTS**

More data-driven environment

Need to sustain **partnerships** beyond staffing changes

**PARTNERING** IMPORTANT!



Feb 25

- Approved slate of Board

Enabled strengthening of **CFC**

- Partnerships to rally support
- DNA of govt workers is **SERVICE**
- But they are **DISENGAGED**
- OPM seeks to run CFC as cheaply as possible

Clean financial status

- Government transparency standards

Support for 1,300 events

New website

Highly-engaged Board of Directors

Many **NEW** services

- Consultative support

Challenging marketplace with **MORE OPPORTUNITY**

Understanding **IMPACT**

**POST YOUR COMMENTS & IDEAS**

# Engaged Giving  
@ Amer Charities

Diversifying member charity revenues

- Work with tech companies to build platforms

PHASE 2 COMING!  
• Promoting you on these platforms

# 2014 Highlights

## Save the CFC

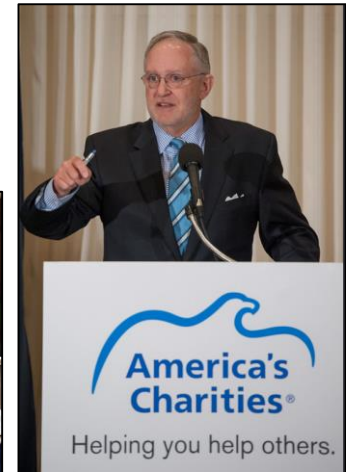
America's Charities Action Center



## Public and Private Sector Campaigns and Events



## Corporate and Member Events





## 3 New Blog Series



# 2014 Highlights

## High Performing Charities



## 200 Metro Subway Station Take-Overs



## Engaged Board of Directors



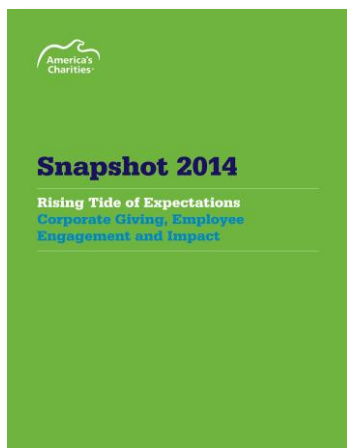
## D.C. Metro Subway Posters





# Snapshot 2014

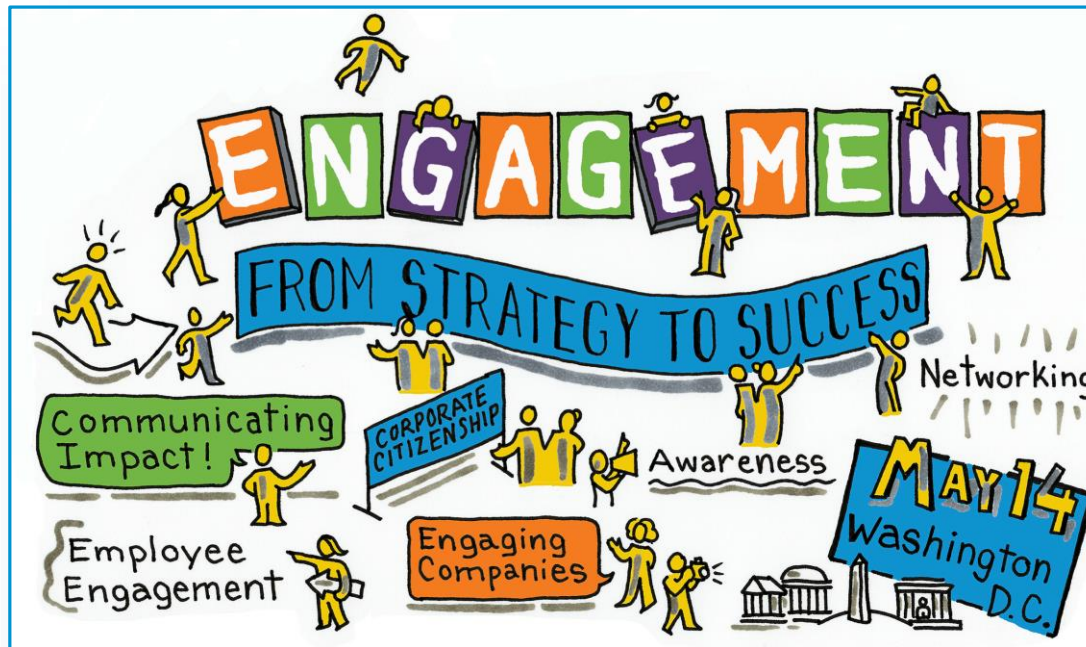
## Rising Tide of Expectations Corporate Giving, Employee Engagement and Impact



1. In the face of rising expectations, charities are responding to corporate, institutional and individual donors to better demonstrate **greater accountability, transparency and results**.
2. **Technology, digital culture, data and analytics** are transforming the way nonprofit organizations interact and engage with companies, employees and other stakeholders.
3. Workplace giving is moving to a **broader engagement model**, and charities are providing greater opportunities for employees to learn about, interact and engage with them.
4. **Partnerships are key**. Charities recognize the value of partnering with companies but are challenged to sustain those partnerships.



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