

CAGP STRATEGIC PLAN FRAMEWORK 2016-2018

Building Our Future

CAGP will create a platform that enables charity fundraisers and professional advisors to champion unparalleled change in all communities across Canada through strategic charitable giving.

Chapter Support

Strengthen the ability of CAGP by developing Chapter leadership, supporting Chapter administration and enhancing bilateral communication and connection between Chapters and the National Office.

Financial Capacity

Enhance and expand revenue sources to better support CAGP's Mission and operations.

Education

Continue to deliver the highest quality education that reinforces the competencies of gift planning professionals and is accessible to the broadest possible audience.

Stakeholder Engagement

Enhance communications and outreach to stakeholder networks (members, prospective members, multi-sectoral alliances) to ensure dissemination of strategic information and highlight CAGP's value proposition.

Our Vision:

A better world through strategic charitable giving.

Our Mission:

To champion the growth and development of strategic charitable gift planning by:

- Developing knowledge and providing education
- Building awareness and promoting philanthropy, locally and nationally
- Creating connections and facilitating partnerships
- Engaging in national dialogues and public policy discussions.

