

MISSION

Apra International empowers a global community of fundraising professionals to transform insight into impact through advocacy, learning, connection, and leadership.

VISION

To foster a world where ethical, insight-driven philanthropy empowers mission-driven organizations to create lasting impact.

GOALS + OBJECTIVES

GROWTH OUTCOMES



Advocate

Apra International will be a globally recognized authority within the fundraising industry, strengthening the profession's visibility and voice as a trusted leader, leading resource and go-to expert on emerging issues shaping fundraising.

- Strengthen Apra's Voice and Visibility
- Position Apra as a Trusted Thought Leader
- Lead on Emerging Issues
- Build Influence Through Strategic Partnerships
- Elevate the Profession and its Practitioners



Equip

Apra International will provide accessible learning and career pathways that help fundraising professionals advance, upskill and prepare for the data-driven future of philanthropy.

- Expand Accessible Learning and Upskilling
- Build Clearer Career Pathways
- Establish Recognition of Professional Expertise
- Prepare Members for Emerging Change



Connect

Apra International will cultivate an inclusive, connected professional community by fostering a more aligned ecosystem with Apra chapters and create a professional home with meaningful pathways for engagement, access and member value.

- Strengthen Member and Chapter Alignment
- Expand Pathways into Volunteer Participation
- Deepen Belonging and Member Value
- Broaden and Diversify the Membership Pipeline



Thrive

Apra International will ensure long-term organizational vitality through sustainable finances, effective operations, modern technology and a member-centered infrastructure.

- Strengthen Financial Sustainability
- Modernize Technology and Systems
- Improve Operational Efficiency
- Support Staff, Governance, and Volunteer Experience
- Align Foundation and Association Resources

1 Apra International is a recognized **thought leader** for philanthropic trends and best practices throughout the fundraising industry.

2 Apra International is powered by a **diverse membership** with high levels of belonging, loyalty and satisfaction.

3 Apra International and its chapters provide a **connected ecosystem** with meaningful pathways for engagement, participation, and leadership.

4 Apra International's professional development and networking opportunities are of the **highest quality** and advance members' efforts to achieve long-term fundraising health.

5 Apra International members actively participate in professional growth and networking opportunities that **strengthen their careers** and long-term professional success.

6 Apra International's **internal operations** are characterized by high-performing, member-centric staff, operational efficiency, and financial sustainability.