

AHP’s OPERATING PHILOSOPHY | *Be a Beacon for Success- Driving All Decisions*

MISSION | *What We Do Every Day*

VISION | *Our Desired Future*

<i>To inspire, educate and serve those transforming health care through philanthropy</i>	<i>Be the definitive authority in health philanthropy</i>
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CORE VALUES AND GUIDING PRINCIPLES | *How We Operate and Interact*

<p>Integrity <i>We are honest, trustworthy, transparent, and communicate openly.</i></p>	<p>Continuous Learning <i>We seek knowledge, information, innovative ideas to achieve outcomes and engage the membership to act.</i></p>	<p>Leadership <i>We inspire members through shared vision, community action and positive direction that affect health care and the communities we serve.</i></p>	<p>Engagement <i>We serve members by providing opportunities to connect, collaborate, mentor and exchange ideas.</i></p>	<p>Performance <i>We seek to use the knowledge shared, the counsel of the experienced, AHP standards and the resources available to maximize performance.</i></p>
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VALUE PROPOSITION | *What We Promise*

<i>AHP is the health care development professionals’ definitive source of thought leadership, connections to facilitate innovation, and tools to advance knowledge and elevate philanthropy</i>

10-30-Year BHAG (Big Hairy Audacious Goal) | *Our Statement of Long-Term Strategic Intent*

<i>To expand beyond North America to support health care development professionals from across the globe</i>
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HIGH-LEVEL GOALS | *Our Big-Picture, Long-Term Focus—Moving Toward our Desired Future*

<p>GOAL A Distinguish AHP as the Thought Leader in Health Care Philanthropy</p> <p><i>NOTE: Contains prior goal to “Enhance AHP’s Value Proposition to Decision Makers”</i></p>	<p>GOAL B Increase Membership and Broaden Engagement with Target Audiences</p>	<p>GOAL C Forge Partnerships to Advance Our Mission</p>	<p>GOAL D Deliver Educational Offerings through a Tailored, Multi-Channel Approach</p>
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AHP Strategic Plan 2016-2018

(Board Approved - Effective January 1, 2016)

Dated 03-09-16



STRATEGIC INITIATIVES | *How to Achieve the Goals*

<p>GOAL A Distinguish AHP as the Thought Leader in Health Care Philanthropy</p>	<p>GOAL B Increase Membership and Broaden Engagement with Target Audiences</p>	<p>GOAL C Forge Partnerships to Advance Our Mission</p>	<p>GOAL D Deliver Educational Offerings through a Tailored, Multi-Channel Approach</p>
<p>Initiative A.1: Enhance our visibility and broaden the understanding of what AHP does and the impact it has on our members' success</p>	<p>Initiative B.1 Launch a comprehensive membership campaign to recruit new members and retain existing members</p>	<p>Initiative C.1 Establish a new platform with affiliate members to provide education and content</p>	<p>Initiative D. 1 Invest in infrastructure that will support the creation, curation and delivery of educational offerings with necessary resources</p>
<p>Initiative A.2 Form strategic alliances with peer organizations, such as the American Hospital Association, to perform research related to key challenges and trends facing fundraising professionals</p>	<p>Initiative B.2 Provide more leadership opportunities to broaden member involvement</p>	<p>Initiative C.2 Collaborate and partner with peer organizations to increase AHP's impact in the industry</p>	<p>Initiative D. 2 Enhance programs, products and services so that AHP provides a continuum of educational offerings that meet the needs of all our members</p>
<p>Initiative A.3 Provide data and critical resources on the value of philanthropy to the C-Suite and key decision makers</p>		<p>Initiative C.3 Explore opportunities for other revenue-producing partnerships</p>	<p>Initiative D. 3 Partner with health care systems to provide on-site education at their facilities</p>
<p>Initiative A. 4 Produce a body of work that addresses critical issues related to health care philanthropy including white papers, guest editorials and blogs</p>			