This summary document offers an overview of the key pieces of CAGP's strategic vision for 2019-2023. To learn more about our plans and aspirations, please visit www.cagp-acpdp.org/en/strategic-plan to review our full strategic plan.

Intended Impact:
A vibrant network and donor community embracing & advancing strategic charitable giving in Canada.

Create Connections
- Continue to promote The Philanthropic Conversation resources and messages.
- Explore new technology to advance member engagement.
- Participate in cross-sectoral dialogues and discussions.
- Be a convener on strategic charitable giving in Canada.
- Collaborate with other organizations where affinities exist.

Build & Disseminate Knowledge
- Develop/deliver/customize competency focussed curriculum for gift planning professionals and stakeholders.
- Identify new strategic curriculum needs and education opportunities.
- Work with CAGP Chapters to enhance local education.
- Conduct/participate in research on trends in strategic philanthropy.

Promote Charitable Gift Planning
- Introduce a renewed legacy giving campaign
- Conduct research on the state of legacy giving in Canada.
- Collaborate with CAGP Chapters to renew and relaunch the campaign locally.

Influence Policy
- Build capacity of CAGP Chapters.
- Establish a risk management framework.
- Continue to evaluate and adjust membership program.
- Support local member recruitment and retention.
- Promote purpose and value of the CAGP Foundation with CAGP Chapters.
- Develop a Francophone strategy
- Develop a strategy for diversity, equity and inclusion.
- Fundraise for current initiatives or new projects.

Strengthen Our Organization
- Tell the story of CAGP's government relations history and impact.
- Cultivate key relationships with government officials and influencers.
- Cultivate new sector partnerships to build our policy voice.
- Consider new ways to engage members and CAGP Chapters in our GR work.
- Gather key data on giving vehicles and tax incentives for charitable giving.
- Participate in sector discussions on policy matters.

Our VISION: A better world through strategic charitable giving.
Our MISSION: To champion the growth and development of strategic charitable gift planning in Canada.