



Take Advantage of CAGP's New Organizational Membership Category

Charities are often faced with budgetary choices in regard to their professional development needs. As of February 1st, the Canadian Association of Gift Planners (CAGP) will be launching a renewed membership structure with a variety of categories. One category designed to bring excellent value is the new Organizational Membership.

CAGP is offering a discounted membership rate to single organizations with four or more members. Pricing is as follows:

- Four members - \$1,000
- Five to ten members - an additional \$250/member
- More than ten members - an additional \$200/member

This new category will enable member organizations to take advantage of the CAGP membership for more of their staff, for very little additional cost. For example, if you are a single organization with 3 staff who are CAGP Associate Members the cost for renewal would be \$975 (Charity/Nonprofit Associate Member fee is now \$325.00). Switch to the Organizational Membership and, for \$25 you add a 4th member, or for an additional \$250, you can include a 5th. That means, for less than the cost of an additional single Associate Membership, two more of your staff can be part of CAGP's network. Beyond your planned giving team, this may be the perfect time to consider including other fundraising staff, your CEO or other senior team members, finance staff, leadership volunteers, or perhaps others that you may not have considered, but who would greatly benefit from a better understanding of the opportunities and mechanics of a strategic charitable gift planning program.

This is what one CAGP member had to say about why they decided to take advantage of the new Organizational Membership category:

'The new CAGP membership category has opened the door for me to encourage several other staff members to take advantage of the extensive CAGP membership offerings. We now have a fourth staff person joining and others are seriously considering membership. True gift planning transcends fundraising silos by encouraging all fundraising staff members to apply new knowledge that focuses on what's best for the donor. Thank you CAGP for this opportunity!'

Charles O'Neil, Gift Planning Advisor, Queen Elizabeth II Health Sciences Centre

With the new year in full swing, there are many legislative changes around the corner pertaining to the new rules in estate administration. As CAGP takes leadership on this issue, your organization will want to be a part of a vital conversation that will have significant impact for both charities and donors. This is just one example of how a membership with CAGP will ensure that your organization is prepared to deal with important issues impacting philanthropy and your donors.



The Canadian Association of Gift Planners is the only professional association that enables fundraisers and advisors to collaborate and network. Harnessing a shared belief of enabling donors / clients to realize their philanthropic dreams, CAGP leverages individual passions into a unified collective voice. The new membership structure is aimed at enhancing that collective and further strengthening its voice.

At CAGP we inspire and educate the people involved in strategic charitable gift planning in Canada. We advocate for a favourable legislative environment that strengthens strategic charitable giving and philanthropy, create a networking environment with like-minded professionals and experts, and provide access to outstanding learning opportunities and professional development. Together with a suite of tangible assets, tools and products, membership in CAGP is a modest investment with real value.

If you are interested in learning more about how your organization can take advantage of the new Organizational Membership, please contact our Membership Coordinator at membership@cagp-acpdp.org.