

## **The Association of Advancement Services Professionals**

### **Goals and Objectives (2/10/07)**

**Advocacy.** Be a voice for those in the field of advancement services to raise the profile of our profession. Establish a definition for the role we play in institutional advancement in support of each institution being served by colleagues throughout the world of nonprofit organizations.

**Strategic Partners.** Develop and maintain cooperative relationships with existing philanthropic organizations as well as with other organized associations of service providers to our industry.

**Professional Development.** Play a primary and active role in defining the best curriculum to be utilized wherever industry standards and best practices for those in the field of operations in support of institutional advancement are being taught. Help develop informational tools in any available format to share changes in methodology and manner through which we can best perform our services to our respective institutions.

**Global Networking.** Strive to be the hub through which colleagues in advancement services from around the world can reach out to share innovative ideas, discuss common challenges and provide benchmark concepts from which all can benefit both at the individual professional level and in the broader perspective of divisions and departments within nonprofit institutions. Establish the importance and encourage the implementation of consistent mentoring throughout the advancement services profession.

**Ethics and Accountability.** Establish and articulate the best standards of ethical practice for all advancement services professionals, both as individuals and as members of professional staff at their respective nonprofit organizations.