



**National Philanthropy Day®**  
**West Michigan's 38<sup>th</sup> Annual**  
**National Philanthropy Day Celebration**  
November 12, 2025, 8:30 am - 1:30 pm

---

### **2025 Award Nomination Guidelines**

The Association of Fundraising Professionals - West Michigan Chapter (AFP-WM) National Philanthropy Day (NPD) Celebration recognizes outstanding achievements by individuals, foundation and corporate philanthropists, fundraising volunteers, and professional fundraisers. These awards recognize those individuals and organizations whose lifetime, long-term, and emerging achievements have made a significant impact on society.

### **2025 Award Categories**

This year's award categories include:

- Benjamin Franklin Award for Outstanding Fundraising Professional
- Distinguished Philanthropist
- Emerging Nonprofit Development Professional
- Outstanding Volunteer Fundraiser(s)
- Outstanding Youth in Philanthropy (ages 18 and under)
- Outstanding Corporation, Foundation, or Community Organization
- IDEA Award for Excellence in Inclusion, Diversity, Equity, and Accessibility
- West Michigan Chapter Award for Excellence in Fundraising

### **Who Can Submit Nominations?**

Nominations for any award may be submitted by an individual AFP member or nonmember individuals or organizations. You may make more than one nomination in any category, but no more than three (3) nominations total. All nominations will be considered in the year presented, plus one additional year.

### **What Must Be Included with the Nomination?**

- Nomination Form (submitted online at <https://forms.gle/gp6Q3LnQjkMLnxQ28>)
- Any other supporting documentation you deem appropriate

Do not assume the selection committee is familiar with the nominee's achievements. Please include as much information and supporting documentation you deem appropriate to highlight your nominee.

### **When and Where Should Nominations Be Submitted?**

The nomination period is open through Thursday, July 31.

**Selection Process**

Completeness of information is essential for consideration. Honorees will be selected through the National Philanthropy Day Planning Committee.

**Presentation of Awards**

The honorees selected will receive their awards at the 39<sup>th</sup> National Philanthropy Day Luncheon on Wednesday, November 12, 2025. Honorees will be notified of their selection by Friday, August 29 and be included in applicable press releases, invitations, and program materials.

**Criteria Clarifications**

Individual members of the NPD Planning Committee and AFP-WM Board of Directors cannot be nominated but the organizations they represent can be.

For inquiries or additional information, please contact J.J. Lewis at either [jj@northstarreach.org](mailto:jj@northstarreach.org) or (517) 618-1874. We look forward to receiving your nominations to celebrate and honor the spirit of philanthropy across West Michigan!

Sincerely,

A handwritten signature in black ink, appearing to read 'J.J. Lewis', with a stylized, cursive script.

J.J. Lewis, CFRE  
Chair, National Philanthropy Day

## **2025 Award Categories & Criteria**

### **Benjamin Franklin Award for an Outstanding Fundraising Professional**

This award honors an outstanding individual fundraising professional who practices his/her profession in an exemplary manner working directly for a nonprofit/charitable organization and has been in the field at least 15 years. He or she must spend a majority of their time fundraising. The individual must be a current member of AFP in good standing and demonstrate their promotion of and adherence to the AFP Code of Ethical Principles and Standards as well as the Donor Bill of Rights. (To view these documents, please go to [www.afpwm.org/ethics](http://www.afpwm.org/ethics).)

Please be sure to address the following award criteria when nominating:

- Nominee's achievements and evidence of leadership with at least 15 years of professional fundraising experience
- AFP membership and practice of Code of Ethical Principles and Standards
- Commitment to professional development
- Volunteer service and/or financial support of nonprofit organizations
- \*Preferred\* Involvement in addressing systemic barriers, promoting diversity in leadership positions, and amplifying the voices of underrepresented communities in philanthropy

### **Distinguished Philanthropist Award**

This award honors an individual or family with a proven record of exceptional generosity who, through direct financial support and/or other means (volunteering, leadership, etc.), demonstrates outstanding civic and charitable responsibility and whose generosity encourages others to take philanthropic leadership roles on a community, national and international level. AFP membership is NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Philanthropic support of innovative approaches to solving problems
- Proven record of exceptional generosity
- Participation in and gift support of nonprofit organizations
- Motivation given to others to take leadership roles
- \*Preferred\* Champions organizations in taking steps toward building a more diverse, equitable, and/or inclusive environment in which to raise funds

### **Emerging Nonprofit Development Professional**

This award recognizes an individual with less than five years of service in a nonprofit development role(s) who has demonstrated success and has made a significant contribution to the nonprofit community. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Impact nominee has had on the nonprofit community
- Creative and innovative approaches to the Development profession

- Teamwork and problem-solving abilities
- \*Preferred\* Demonstrates a commitment to Diversity, Equity, and Inclusion (DEI) through advocacy and allyship, creating inclusive spaces, and/or spearheading such initiatives

### **Outstanding Volunteer Fundraiser(s) Award**

This award honors an individual, family, campaign cabinet, donor development committee, or board of directors that has demonstrated outstanding skills in coordinating and motivating groups of donors and volunteers for fundraising projects for the benefit of charitable institutions. The recipient(s) must have demonstrated exceptional leadership skills in coordinating groups of donors and volunteers for major fundraising projects. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Leadership, organizational ability, and fundraising goals achieved
- Description of time, effort, and financial gifts
- Success in recruiting and motivating others
- Participation in other nonprofit organizations
- \*Preferred\* Promoting DEI best practices

### **Outstanding Youth in Philanthropy Award**

This award recognizes service by an individual or group (ages 18 and under) who have demonstrated outstanding commitment to the community through direct financial support, development of charitable programs, and volunteering and leadership in philanthropy. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Outstanding commitment through financial support, development of programs, volunteering, and leadership
- Description of what nominee(s) did including goals, process, etc.
- Impact the nominee(s) had/will have on the community
- Ways project(s) can serve as a prototype for others
- \*Preferred\* Ways project(s) have incorporated DEI principles

### **Outstanding Corporation, Foundation, or Community Organization Award**

This award honors an organization demonstrating outstanding commitment through financial support, innovation, encouragement, and motivation of others to take leadership roles in philanthropy, engagement, and volunteerism. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Philanthropic support of innovative approaches to solving problems
- Outstanding commitment through financial support
- Impact of financial support and innovation

- Motivation given to others to take volunteerism and/or leadership roles
- \*Preferred\* Supports organizations in seeking DEI best practices in philanthropy and fosters inclusive grantmaking

### **IDEA Award for Excellence in Inclusion, Diversity, Equity, and Accessibility**

The IDEA Award recognizes an individual, organization, or initiative that has demonstrated an exceptional commitment to advancing Inclusion, Diversity, Equity, and Accessibility (IDEA) within the philanthropic and nonprofit sectors. This award honors those who have significantly contributed to creating more inclusive and equitable philanthropic practices, fostering diverse leadership, and ensuring greater access to resources for historically marginalized communities.

Please be sure to address the following award criteria when nominating:

- Demonstrated leadership in fostering a culture of inclusion, diversity, equity, and accessibility within their organization or philanthropic efforts
- Examples of meaningful, measurable efforts that enhance opportunities, resources, and/or support for underrepresented or historically marginalized groups
- Examples of innovative policies, programs, and/or initiatives that address systemic barriers and promote long-term equity in philanthropy
- Examples of partnerships with diverse stakeholders to advocate for policies or initiatives that promote IDEA values in fundraising, grantmaking, and nonprofit work

### **The West Michigan Chapter Award for Excellence in Fundraising**

This award recognizes a nonprofit organization that has developed creative, resourceful and inspired campaigns, initiatives, projects or techniques that have grown and increased the organization's fundraising infrastructure, program and results. Any nonprofit organization that employs a current AFPWM member is eligible for nomination.

Please be sure to address the following award criteria when nominating:

- Developed creative, resourceful and inspired campaigns, initiatives, projects or techniques
- Grown and increased fundraising infrastructure, programs and results
- Improved overall fundraising program through:
  - Increased donor base
  - Increased funds raised
  - Streamline administrative structure
  - Reduced fundraising costs
  - Enhanced overall revenue
  - \*Preferred\* Established methods to foster greater inclusion of diverse donors