

Alpha Phi Foundation Strategic Plan

2024 - 2027




Our Mission

Advancing women's lives through the power of philanthropy.

Our Vision

A world where the Foundation supports the collective strength of Alpha Phi members, transforms and enriches the lives of women, igniting lasting positive change across communities and generations.



Mission Impact

By 2027, we will increase revenue by at least 10%* to fulfill our mission and fund Foundation priorities. (*Benchmark starting FY24)

Increase fundraising through major gift solicitations.

Diversify fundraising strategies to reach the next generation of donors through inclusive alumnae engagement in partnership with the Fraternity.

Partner with the Fraternity to intentionally engage with collegiate members, to meet them where they are, in order to understand their motivations for supporting the Foundation and understanding of Alpha Phi's philanthropic brand.

Fund the Future

By 2027, we will grow total assets to strengthen and sustain the Foundation's financial position.

Create and communicate a strategic financial plan that balances the current needs of members with perpetual financial sustainability and supports a growth in assets.

Utilize blended gifts to unlock current and deferred funds to grow assets.

Prepare for a future campaign that will strengthen the financial position of Alpha Phi as a whole.



Embrace Innovation

By 2027, we will be a high-performing team of staff and volunteers that embraces innovation to deliver exceptional impact.

Adopt an innovation mindset to keep pace with trends in tools and technology for fundraising.

Evaluate the volunteer and staff structure to remain responsive to external factors.

Determine and report on benchmarks that measure financial and fundraising performance that supports data driven decision-making.



Our Values

- Sisterhood**
- Service**
- Scholarship**
- Leadership**
- Loyalty**
- Character Development**

