



March 30, 2017

Dear Exponent Philanthropy Member,

We are certainly living through interesting times.

No matter your political beliefs, you know that funding for many important programs will become scarce in the immediate future. And you know that communities will turn to each of us as funders for additional resources and leadership.

In short, you know that good philanthropy is no longer good enough.

I can't imagine a more important time to ensure that our country's philanthropy is strong—that funders of all experience levels and charitable goals operate at maximum efficiency and effectiveness, connect with and challenge one another, and find ways to partner for greater impact.

**That is why I am asking you to join me today in supporting Exponent Philanthropy's 2017 fundraising campaign.**

Our choices as funders are sure to be demanding this year, and among them I ask you to carefully consider the return on an investment in your association. **Exponent Philanthropy serves the nation's *largest segment* of philanthropy**—those who give with few or no staff.

As Annie Hernandez, executive director of the Frieda C. Fox Foundation, wrote to me:

“Exponent Philanthropy is the only organization looking out for the unique aspects of running small organizations. You push us toward best practices and innovation. And you model the need to be thinking broader and bigger—challenging norms in philanthropy so we can be more effective and grow.”

Yet without voluntary contributions, we cannot help funders like you and me be the *best grantmakers possible*. Membership dues cover less than 50% of our operating costs.

**Here are just some of the ways we'll support our funder community in the coming year:**

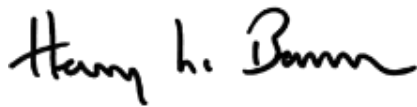
- Because nothing is more important to philanthropy's success than **trusting relationships between funders and grantees**, we're diving deep on this issue with four regional events and one webinar to share lessons learned and practical tips from funders and their grant partners.
- To respond to member demand, we're creating new programming on the **power of advocacy**, including tools that will help funders better understand the “how-to” of

adding advocacy to your philanthropic toolkit.

- We're beginning a multiyear effort to champion **diversity, equity, and inclusion** within our association and throughout our community. For starters, with practical guidance unique to our community, we'll focus on listening to diverse perspectives and voices, the only way to truly understand those we seek to help.
- We're continuing to play a unique and important role in building philanthropy's **leadership capacity**. Our Next Gen Fellows Program for emerging leaders and Master Juggler Executive Institute for more seasoned ones will build skills, nurture peer networks, and advance leaders' confidence and innovation.
- For the first time in history, philanthropy involves up to four generations, so we're revisiting our programs and resources designed to help **multiple generations** give together effectively, acknowledging and leveraging one another's skills and strengths.

I am inspired by our community and our work together to achieve transformational giving. Thank you in advance for your consideration of this request and for your support of your association and your peers.

With my best wishes,

A handwritten signature in black ink that reads "Henry L. Berman". The signature is written in a cursive, flowing style.

Henry L. Berman  
CEO

P.S. We are committed to supporting funders in these challenging times and beyond, and want to continue to be true to our founders' vision of low and flat membership dues that allow access for many. **Yet we cannot honor their vision unless members like you give generously to our 2017 fundraising campaign.** Contributions of all sizes are helpful.