

AONL Foundation Annual Fundraising Planning Committee

Charter

The Annual Fundraising Planning Committee supports the Foundation by serving as ambassadors, cultivating community engagement, and helping to promote participation in the annual fundraiser through ticket sales and sponsorships. Committee members play a visible, outward-facing role in promoting the event in their network, organization, and state affiliates.



AONL Strategic Alignment

Priority	Objective
AONL (2025-2027) Strategic Priority 3 Advance Nursing Leadership	Develop resources that prepare leadership career pathways for today and tomorrow



Stakeholders

- AONL Conference Attendees
- AONL Board Members & Staff
- AONL Foundation Board Members
- AONL Conference Exhibitors
- Fundraising Planning Committee
- Industry partners
- Nursing Leadership Community
- Committee Chair: Helene Burns, 2025 Vice Chair, AONL Foundation



Meeting Cadence

- Virtual Meetings for 1- hour
- The Annual Fundraising Planning Committee is scheduled monthly, beginning in November until Annual Fundraising Event
- Agenda is sent via email one week in advance



Objectives

Objectives	Target Date
Ticket Sales & Attendance Building • Promote the event to personal and professional networks • Commit to selling/purchasing a minimum number of tickets. Staff set goal • Encourage colleagues, friends, and community contacts to attend	3/31/2026
Sponsorship & Fundraising Support • Identify and connect staff to potential sponsors, donors, or partners • Make personal asks where appropriate to secure sponsorships or contributions • Leverage networks to help expand outreach	3/31/2026
Event Ambassadorship • Serve as enthusiastic advocates for the event's mission and goals. • Share event promotions on social media and through channels. • Represent the organization positively in the community.	3/31/2026
Onsite Role (Day of Event) • Serve as welcoming hosts and ambassadors for attendees and sponsors • Assist with guest check-in, raffle or fundraising activities, and sponsor recognition • Help foster a lively, welcoming, and mission-centered environment	3/31/2026