



Craig Shelley

Chapter President, President, Fundraising & Strategy Services, Carey & Co, New York, NY
See Page 5 to learn more about Craig!

Chapter Spotlight: New York City

Your chapter, chartered in 1960, was one of the first AFP chapters. How has that legacy shaped your approach to leadership and fundraising?

We're very proud of being the first AFP chapter. But I think more broadly, being in a community of fundraisers in New York City, we feel an obligation to set the tone for the direction of the field. ... The volume of donors and the volume of nonprofits presents us with a kind of unique situation where the practices we establish and the things that we do really do spread across the whole region.

What are some of the biggest shifts you've seen in the fundraising landscape since the chapter was founded/since you started in fundraising?

The biggest things we're seeing right now are little shifts here and there; a little bit driven by donor behavior and I think a little bit driven by socioeconomics. Donors

are giving larger gifts to fewer nonprofits. That's been happening over the last couple of decades, but it's really starting to grow now. Some of that is wealth concentration; there are more donors at the higher end and less donors at the bottom and in the middle. So overall the number of donors is shrinking, which is certainly problematic, but I think the real behavior change is that donors are narrowing their focus to fewer charities. You know, when I started in fundraising, everybody gave five to ten thousand to The Boy Scouts, The Girl Scouts, the Red Cross ... everything in town got a little bit of money. Now people tend to take their favorites and kind of invest all in there.

What do you love about the community your chapter serves? What makes it unique?

I'm a native New Yorker, I grew up here in Queens, so first and foremost

I love the community, it's always been my home.

Second, I do think there's a special energy in New York City, and I think fundraisers are such a piece of this community, often unseen, but so much of the good that happens in the city, so many of the things that people value culturally, are due to philanthropy. So it's exciting to be in this city and to do this work.

How does your chapter's location influence the fundraising needs, opportunities, or donor engagement strategies?

Things move fast here. People have short attention spans. I think that definitely influences how you engage with donors. I've raised money in other parts of the country, and you know, people want to take their time and have a conversation. Here in New York, it tends to be donors want you to get to the point; tell me what you need and let's move on. **GT&T**