

aasp Annual Report

2024 by the numbers

VOLUNTEER ENGAGEMENT

aasp's volunteers lead all initiatives and work to create the best experience for our members.

10 Committees and 7 Subcommittees
with **147 volunteers**



13 ASPIRE AWARDS



This year, aasp presented **2 Diamond Awards** and **11 Sapphire Awards** to **12 organizations**.

Awards were presented from **5 categories**:

- Technology & Innovation
- Organizational Development
- Prospect Development
- Gift Administration & Data Services
- Donor Relations & Stewardship

SUMMIT 2024

This year's Summit took place in New Orleans, Louisiana, with **more than 700 attendees** coming together to learn and connect.



735

Total Attendees

108

Summit Buddies

372

1st Time Attendees

59

Breakout Sessions

41

Sponsors & Exhibitors

CONNECTION

2024 saw tremendous growth in member connection and community through aaspConnect and social media channels!



1.3k

Likes



3,122

Connections



667

Followers

In aaspConnect, there were **118** first-time posters and **1,963** total posts across **43** communities.

KNOWLEDGE BASE

The Best Practices Library has begun its transition to the new **Knowledge Base!** As our association grows and matures, so has our vision for sharing information and industry knowledge with our diverse and ever-evolving membership. The newly-designed library will be structured to make both new and existing content more available and usable.






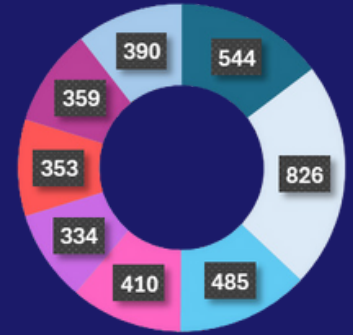
2500+ MEMBERS

aasp membership grew to more than 2500 members in 2024 - a major milestone for the association and an indicator of our growing influence in the field.

WEBINARS

aasp offered 8 webinars in 2024 with a total attendance of 3,701 people. That's an increase of more than 75% over 2023's attendance!

 January 17: 544	 April 24: 334
 February 21: 826	 May 8: 353
 March 20: 485	 May 22: 359
 April 10: 410	 June 11: 390



"ALL ABOUT SUPPORTING PHILANTHROPY" PODCAST

3,818

Total Downloads
in 2024



6,178

Total Downloads
of all time

The *All About Supporting Philanthropy* podcast released **10 new episodes** in 2024, with **the most downloaded episode** of the year being **Episode 32: Kate Nimety**.

DEI FOR ADVANCEMENT SERVICES

aasp's DEI in Advancement Services Task Force, initially formed in 2023, dedicated a year to comprehensive research and thorough documentation. The result of all that hard work was published in January 2024.

Diversity, Equity & Inclusion for Advancement Services: Best Practices for Today's Success is available to aasp members and industry professionals to inform and inspire!

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SUMMER SERIES

aasp's Deep Dive Summer Series 2024 focused on *Navigating the Digital Age*. This 3-day event featured **6 presentations** and **3 panel discussions** with **25 speakers**.

Day 1: Technology Governance
Day 2: Data Management
Day 3: Platforms and Strategies



WANT MORE?

Join now to get involved and grow your career! Explore the many benefits of an aasp membership at [advserv.org](https://www.advserv.org).

