



# Board of Directors: Fundraisers & Friendraisers

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## Engaging Your Board in Fundraising

- ▶ Takes education
- ▶ Takes time
- ▶ Takes organizational support



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## The Board's Three Responsibilities

- ▶ Setting Organizational Direction
- ▶ Providing Oversight
- ▶ Ensuring Necessary Resources



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### The Board's Role in Fundraising

- ▶ Ensure development plan and monitor progress
- ▶ Create fundraising and donor recognition policies
- ▶ Ensure fundraising methods adhere to ethical standards
- ▶ Participate in fundraising
- ▶ Monitor progress and evaluate outcomes



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### Board Members' Role in Fundraising

- ▶ Make a meaningful contribution
- ▶ Identify, evaluate, and cultivate prospects
- ▶ Make introductions
- ▶ Organize and attend special events
- ▶ Attend face-to-face solicitations
- ▶ Write or sign appeal letters
- ▶ Thank donors



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### Why an Active Leadership Role?

- ▶ Four key strategic reasons
  1. The board has fiduciary responsibility for the organization
  2. The board has oversight of all fundraising programs and operations
  3. The board sets the pace for fundraising through their own giving
  4. The board sets the tone for the broader community's view of the nonprofit



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### Staff's Role in Fundraising

- ▶ Coordinate overall fundraising efforts
- ▶ Take the initiative and generate ideas
- ▶ Keep files, records, mailing lists, and acknowledgements
- ▶ Conduct research and share pertinent data
- ▶ Prepare correspondence and write proposals
- ▶ Support the board behind the scenes



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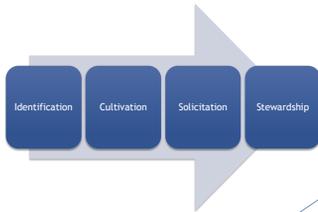
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### The Fundraising Process



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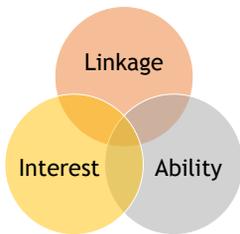
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### LAI Principle



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### VIP Prospect Game

- ▶ Write the names of at least two major gift prospects (\$1,000+)
- ▶ Find a partner
- ▶ Discuss one of each of your names



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### Cultivation Strategies

- ▶ Make personal contact with prospects
- ▶ Host events
- ▶ Attend and invite others to events
- ▶ Share enthusiasm for organization by talking about it



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### Solicitation Strategies

- ▶ Participate in a direct in-person solicitation
- ▶ Send direct mail pieces with personalized notes
- ▶ Make telephone solicitations



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### Stewardship Strategies

- ▶ Thank you notes and calls from board members



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### Other Ways to Help

- ▶ Gather intel
- ▶ Being an ambassador



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### A Board Member's Connection to You

- ▶ What initially interested you in getting involved?
- ▶ What do you tell others about the organization?
- ▶ What is the organization doing that you are most passionate about?
- ▶ Why do you choose to serve on the board?
- ▶ How do you want to "change the world" through the organization?



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### Board Members Should Know the Answers

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- ▶ Why does your organization exist?
  - ▶ What difference would it make if your organization went away?
  - ▶ Why does your organization need private donations?
  - ▶ Where exactly does the money go?
  - ▶ How many people are helped through your organization's work?
  - ▶ Who is a typical client/program participant/etc.?



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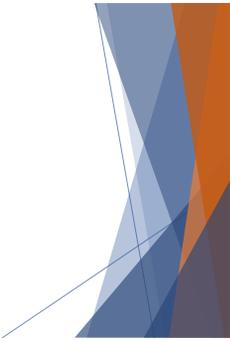
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### Contact Stephanie

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