How to Get Your Board to Fundraise

Why is this always the case?

What's the real problem here?

How can we fix it?

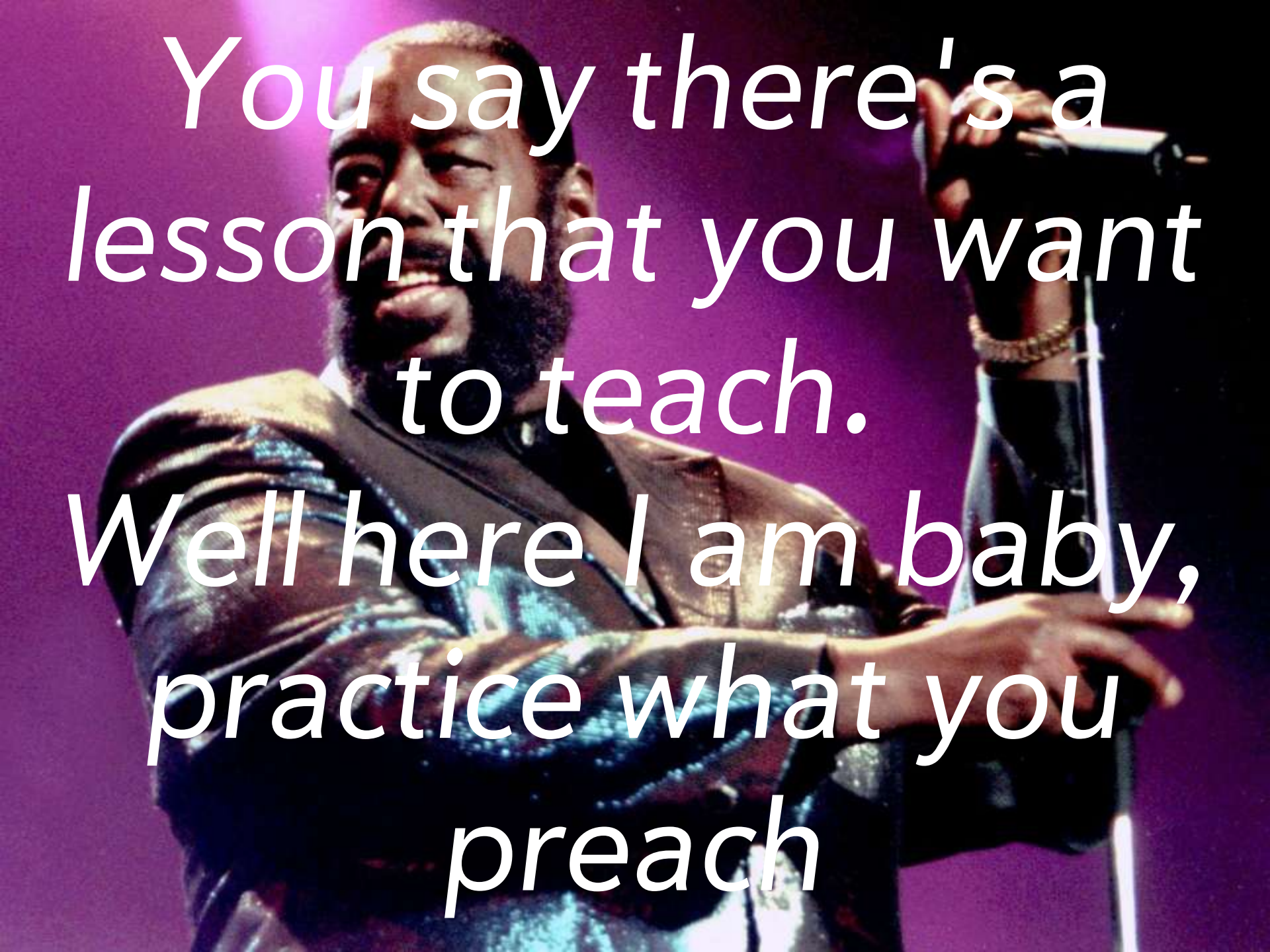
Who is this guy?

And why does he think he knows what he's talking about?

career fundraiser

CFRE™

fundraising strategy training + coaching for small nonprofits


You say there's a
lesson that you want
to teach.
Well here I am baby,
practice what you
preach

AGENDA:

1) What's the real problem here?

2) 9 Tips to Get Your Board to Fundraise

4) Q&A

clarity

knowledge

motivation

9 TIPS TO GET YOUR BOARD TO FUNDRAISE

#1 set clear expectations from the start

The Board's Role in Resource Development

- Donor
- Visionary leader
- Ensure the presence of strong fundraising policies & procedures
- Fundraising ambassador
- Fundraising supporter

tool:
board job description

productivefundraising.com/resources

#2 help them tell the story

what’s the mission of the organization that you serve?

your mission ≠
your story

super simple elevator speech

We help [who],

so they can [do what].

Let me tell you about [first name] ...

#3 bring the mission to life for them

mission moments

immersive
experiences

#4 tell them what you need them to do

NO ASSUMPTIONS

recent organizational accomplishments		
current staff priorities		
current staff needs / board assistance		
companies we're trying to find a way into		

tool:
3x4 board update

productivefundraising.com/resources

#5 invest in board training

outsiders
= experts

conclude with an accountability discussion

#6 find out what they are willing to do

tool:
board fundraising menu

productivefundraising.com/resources

#7 start them with stewardship

3
2
4
1
5
6
7
0
8
9

call script

Hi (donor's name).

I'm _____ (your name) from _____ (charity).

I'm calling today to thank you for your recent donation. It means so much and we wanted to tell you personally how grateful we are.

[pause]

If you have just a few seconds, I'd love to know what prompted your gift?

[pause]

Thank you for taking the time to speak with me today. Have a wonderful day!

tool:
thank you call script

productivefundraising.com/resources

#8 paint the picture before asking for names

PROSPECT IDENTIFICATION EXERCISE:

1)
2)
3)
4)
5)

Donor Profile

- Attribute 1
- Attribute 2
- Attribute 3

#9 offer support

“What can I do to help you with _____?”

clarity

knowledge

motivation

The End!

THE PRODUCTIVE FUNDRAISING

WEEKLY JOURNEY

productive FUNDRAISING

questions

productivefundraising.com/resources