PCADV
PENNSYLVANIA COALITION AGAINST DOMESTIC VIOLENCE

How to Get Your Board to Fundraise

Why is this always the case?

What's the real problem here?

How can we fix it?

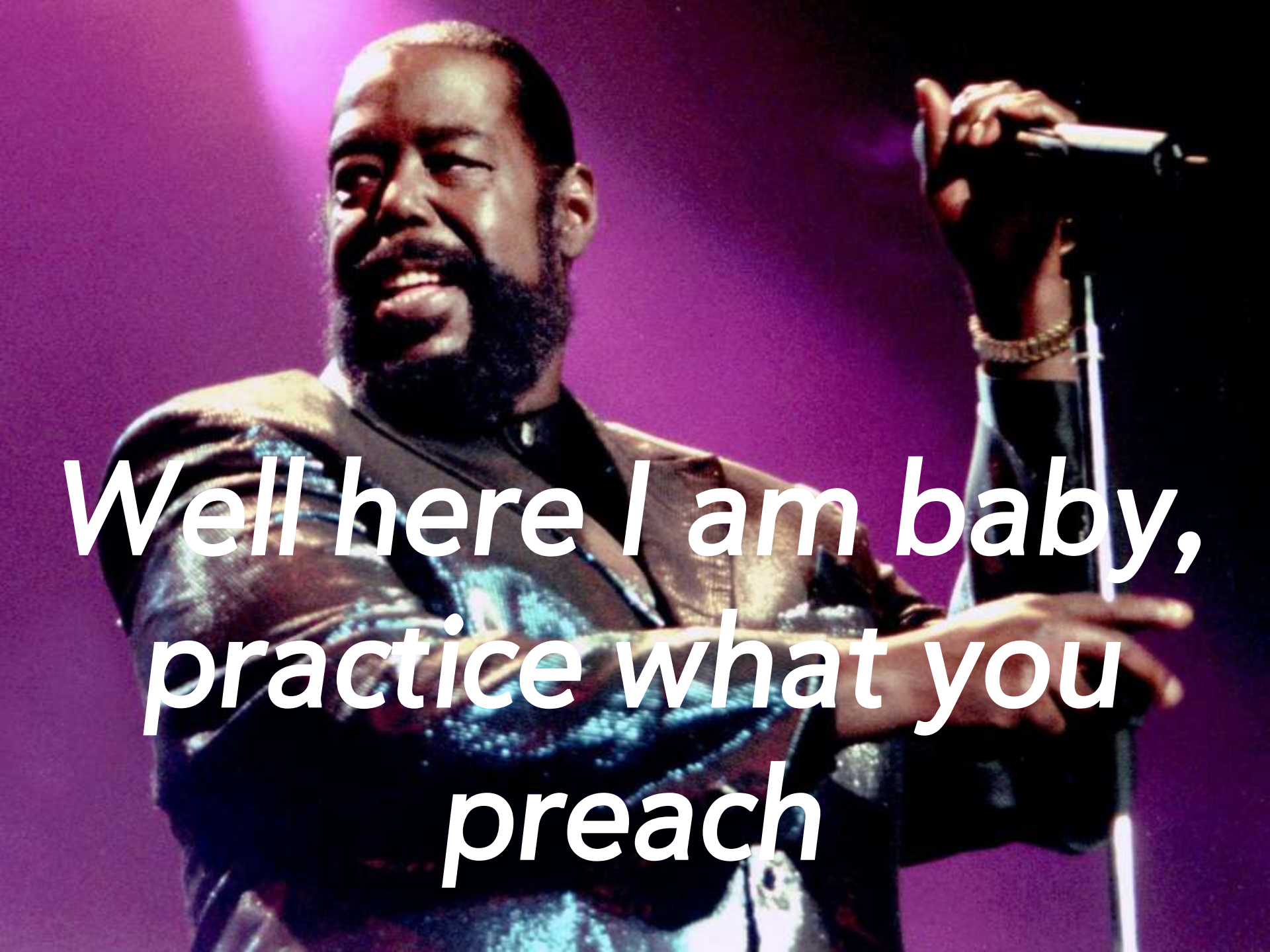
Who is this guy?

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

career fundraiser

CFRE™

providing fundraising strategy, training & coaching to small nonprofit organizations


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

3) Q&A

zoom
Video Conferencing
1
Participants
Q&A
Polling

What's the Real Problem Here?

clarity

knowledge

motivation

9 Tips to Get Your Board to Fundraise

productive FUNDRAISING

@fundraiserchad

#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?

Blah blah blah since 1958 blah blah blah our founder's vision blah blah cutting-edge blah blah sustainable blah blah we are so dang awesome!

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 (monthly)

NO ASSUMPTIONS

recent organizational accomplishments		
current staff priorities		
current staff needs / areas for board assistance		
prospects we'd like to meet		

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!

further learning

THE PRODUCTIVE FUNDRAISING
WEEKLY JOURNEY

FREE WEBINAR
How to Create Unique Fundraising Events that Excite Your Donors
productive
FUNDRAISING

1/8 @ 2pm

questions

zoom
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questions

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