HEAR US ROAR
THE LION FOUNDATION
CHILDREN • COMMUNITY • FUTURE

Board Training & Facilitated Discussion

AGENDA:

1. Brief Welcome & Introductions
2. What is Fundraising (really)
3. Board Role Refresher
4. Telling the Organization's Story
5. Donor Retention – The Effective Board's Calling
6. How Can I Help?
7. Accountability Discussion
8. Facilitated Discussion – Fundraising Strategy / Q&A

Who is this guy?

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

DICKINSON
COLLEGE

AACA MUSEUM INC.
A World Class Automotive Experience
CARS · BUSES · MOTORCYCLES · & MORE

CULTURAL
ENRICHMENT
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CFRE™

AFP®
Association of
Fundraising Professionals

TEMPLE
OWLS

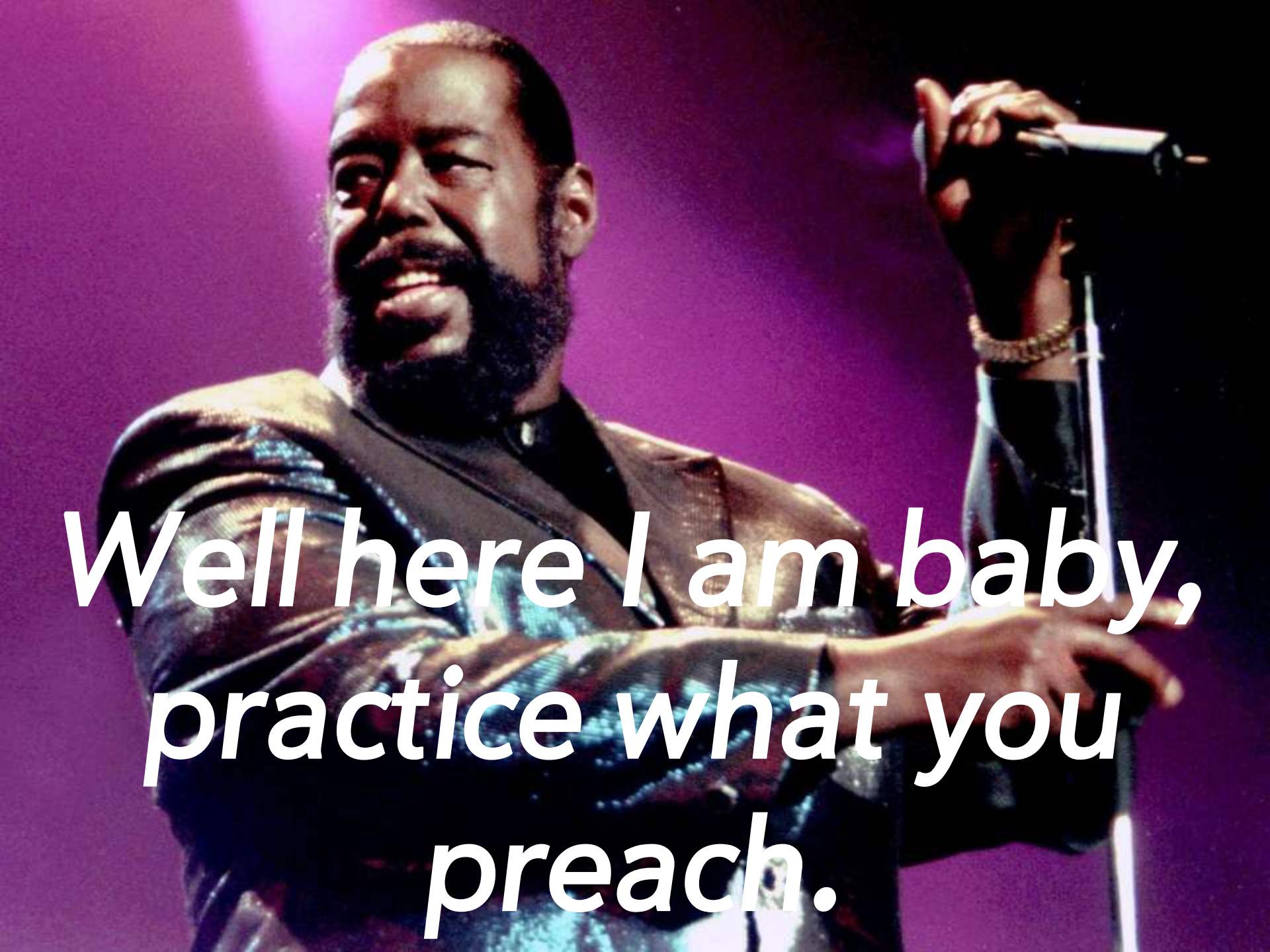
MESSIAH

productive FUNDRAISING

with Chad Barger, CFRE

fundraising strategy
capital campaign support
board training
for small, but mighty, nonprofits

conference keynotes & workshops


Well here I am baby,
practice what you
preach.

#productivitynerd

Introductions

name + board role +
length of board service +
what you get/got paid to do

What is Fundraising? (really)

FUNDRAISING is not what you think it is ...

Begging=you have the power

Demanding=I have the power

Asking=we have a relationship

@amandapalmer #IFC2016

The focus should not be on the ASK, it should be on the CONNECTION.

It's not how do we ASK people to give, it's how do we LET people give. It's an INVITATION.

We can't INVITE someone to do something unless we have a RELATIONSHIP with them.

Fundraising is about RELATIONSHIP BUILDING (always).

Board Fundraising Duties (refresher)

The Board's Role in Resource Development

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

https://www.leadershipharrisburg.org/programs/board-strong/

A program of:

LEADERSHIP HARRISBURG AREA
Leaders Serving.

In partnership with:

TFEC THE FOUNDATION FOR ENHANCING COMMUNITIES

Sponsored by:

ORRSTOWN BANK

FINAL FOCUS

Telling Our Story

exercise:
what's our mission?

TO IMPROVE THE QUALITY OF THE EDUCATION FOR THE CAMP HILL SCHOOL DISTRICT STUDENTS; AND TO SUPPORT AND ENHANCE PROGRAMS FOR THE BENEFIT OF THE CAMP HILL SCHOOL DISTRICT STUDENTS.

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] ...

Part 1

“We help [who],”

[who] examples: children, students, residents, citizens, the homeless, seniors, animals, farmers, artists, etc.

Part 2

“So they can [do what].”

[do what] examples: thrive, succeed, learn, survive, prosper, live independently, be healthy, have a positive future, etc.

Part 3

“Let me tell you about [first name], [story]”

story characteristics

- Compelling story about 1 PERSON, place or thing
- Rich detail (create a vivid picture)
- Brings up a SOLVABLE problem that your organization can fix

Donor Retention – The Effective Board's Calling

the pyramid

WE HAVE TO RETAIN THEM

Credit: Campbell & Company

45%

Fundraising Effectiveness Project (FEP)

RETENTION >
ACQUISTION

People give to folks that they KNOW, like and trust

People KEEP GIVING to folks that they KNOW, like and trust

7

Report on Impact

Tell them what you did with their last donation before you ask for another one!

It's been a fun-filled summer!

Because of your support of New Hope Ministries, kids are having fun in the sun, learning about science and nature, reading books, volunteering in our community, and enjoying nutritious and healthy food.

Next up: Back to school!

You make all this *(and more!)* possible.

Thanks, Chad!
☺ Joel

New HOPE Ministries
Sharing Christ's love by meeting human needs

New Hope Ministries is a 501(c)(3) nonprofit organization – contributions to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of New Hope Ministries may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

What would you say?

Instagram

Search

projectsomos • Follow
Project Somos Children's Village

projectsomos Last week our monthly supporters had the opportunity to do a live video chat with six of our students! The Somos kids got to practice their English and the donors got to ask questions about their experience here. Thanks to all who participated! We look forward to our next "visit"! #projectsomos #childrensvillage #donors #donorexperience #learning #feedingchildren #educatingchildren #childrensvillage #fincalife

41 likes

2 DAYS AGO

Add a comment... Post

THASKING

3
2
4
1
5
6
7
0
8
9

What would you say?

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!

Thank you ...

How Can I Help?

exercise:
board fundraising menu

Accountability

What are you personally willing to do to assist the organization with fundraising?

What will the board commit to doing as a whole?

How will you hold each other accountable?

The End!

Facilitated Discussion

Questions? Challenges?

(fundraising strategy)