keela

How to Get Your Board to Fundraise

productive FUNDRAISING

@fundraiserchad

What's the number one complaint I hear from nonprofit executive directors?

MY BOARD WON'T 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
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AGENDA

1) What's the Real Problem Here?

2) 10 Tips to Get Your Board to Fundraise

3) Q&A

SLIDES + RESOURCES

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What's the Real Problem Here?

clarity

knowledge

motivation

10 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

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#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

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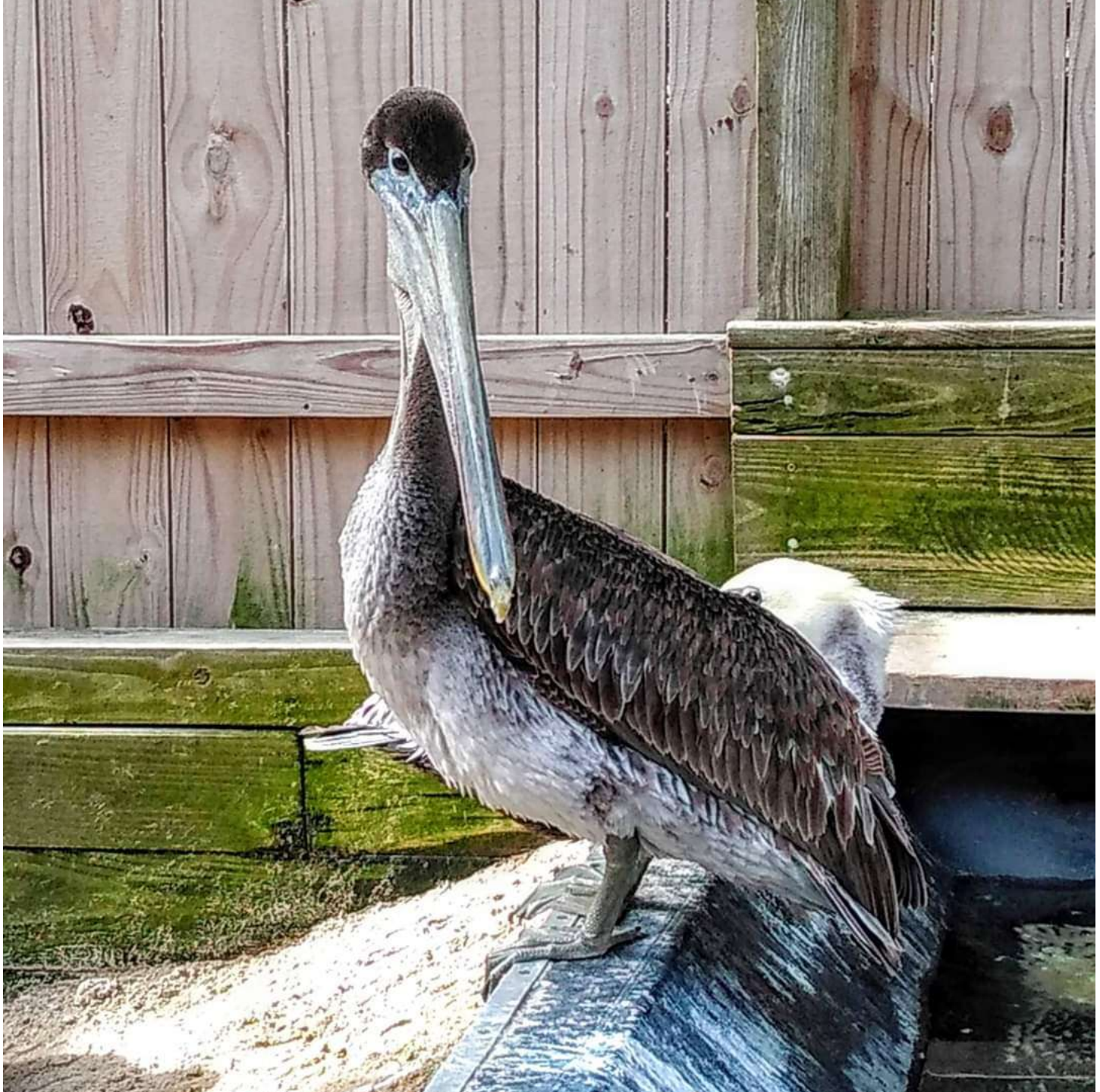
#3 bring the mission to life for them

mission moments

immersive
experiences



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DOLLARS

$50 x 12 = $600

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		

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#5 invest in board training

outsiders
= experts

trade with a peer

#6 find out what they are willing to do

tool:
board fundraising menu

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#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]

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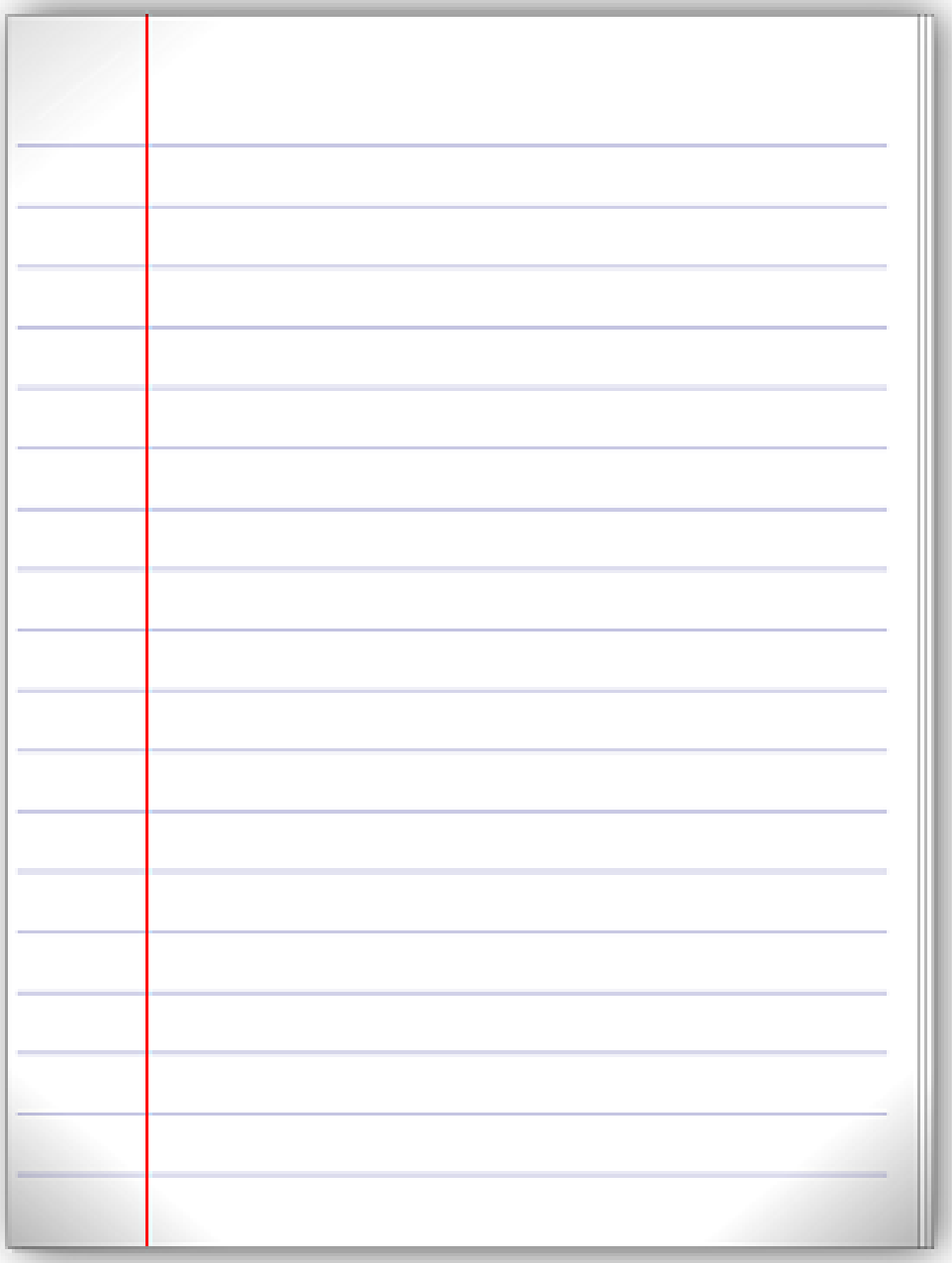
Thank you [illegible] ve a wonderful day!

#8 paint the picture before asking for names



Donor Profile

- Attribute 1
- Attribute 2
- Attribute 3

prospect brainstorming

- Who were the last 5 people you've gone out to dinner with?
- Who do you send holiday cards to?
- Who do you exercise with?
- Where do you go to have ____ done?

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#9 find an accountability partner

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

What will we, as a board, commit to doing as a whole to assist with fundraising?

How will we hold each other accountable?

tool:
board self assessment

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#10 offer support

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

clarity

knowledge

motivation

The End!

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questions

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