

Today's Webinar:

10 Ways to Get Your Board Engaged in Fundraising

Upcoming Events:

January 16: [Hot Topic / Q&A Call](#)
January 17: [Case Statement Virtual Workshop](#)
January 23: [Template Talk / Q&A Call](#)
February 6: [Nonprofit Cafe](#)
February 20: [The Call of the Steward - Generosity to Your Cause. Members Webinar with John Frank](#)
February 27: [Member Hot Topic / Template Talk](#)



10 Ways to Get Your Board Engaged in Fundraising

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Transforming fundraising for your nonprofit

Marc A. Pitman, The Fundraising Coach
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Board Members Key

- ◆ Research from The Nonprofit Collaborative (on Urban Institute site) shows board members are key to fundraising success.
- ◆ But 75% nonprofit leaders not satisfied with board engagement in fundraising

UNDER DEVELOPED

A National Study of Challenges Facing Nonprofit Fundraising



Good News & Bad News

Good News: It's our fault

Good News & Bad News

Good News: It's our fault

Bad News: It's our fault

No Orientation

- ◆ Nonprofits extremely “flat” and staff are overworked
- ◆ Boards suffer
 - Boards should be like the highway—with on ramps & exits
 - “Not a lot of work” and “It’ll be fun” are *not* phrases to use in board recruitment!

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- ◆ Board members feel like nonexperts your industry
- ◆ Introducing them to the other parts of fundraising—introduction, engaging, and stewarding—can lead to their comfort with the process

Focus on Asking is a Non-starter

Let's look at 10 ways to get them involved in fundraising!

#1 – Talent Search

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 - Why did you bring them to the board?
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 - Why did you bring them to the board?
 - What do *they* say they're good at?
- ♦ Invite them to be excellent!
 - You're good at [fill in the blank], could you help us there?
- ♦ GREAT one-on-one conversations with board members

#2 – Invite Them To Give First

- ♦ Board member giving should be 100%
- ♦ Their gift helps you fundraise!
 - This helps staff make asks
 - Proves to major donors that those closest to the organization are invested & believe in the cause
 - Foundations ask for the percentage on grant applications
- ♦ "We aren't asking you to ask now, just to give."

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#3 – Develop Their “Org” Story

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- ◆ Help board members share their story
 - What got you first interested in [your nonprofit]
 - What keeps you involved...so much that you’re on the board?

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- ◆ Help board members share their story
 - What got you first interested in [your nonprofit]
 - What keeps you involved...so much that you’re on the board?
- ◆ Their own story is the easiest for them to remember—and the most compelling for their friends!

#4 – Tell Others Their Story

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- ♦ Again, humans are *wired* for story
- ♦ Once people have their story, ask them to share it with someone each week?
 - Start by asking the other person what nonprofits they're involved with
 - Maybe at Rotary, Kiwanis, or some other service club

#5 – Jot notes on appeals

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- ♦ Can be prepared for signing during a board meeting
- ♦ Test it to see if it helps

Getting board members involved at any level helps your overall fundraising!

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- ♦ Prepare a list of donor names and addresses, stationary, and pens at a board meeting.
- ♦ Saying “thank you” makes everyone feel great!

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- ◆ Simply express gratitude for their support
- ◆ Can be a fun group activity for a board

#8 – Learn asking styles

- ◆ Asking for money isn’t one-size-fits-all
- ◆ Free profile at <http://AskingStyleProfile.com/>

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- ♦ Asking for money isn't one-size-fits-all
- ♦ Free profile at <http://AskingStyleProfile.com/>
- ♦ For example
 - Extroverts are more open to set up a solicitation by phone
 - Introverts are better at setting up a solicitation by starting in writing

#9 – Set up tours/CEO visits

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- ♦ One CEO told me yesterday he just wants his board to set up tours. He'll make sure there's a tour guide, but the board member bringing more people in the facility leads to more giving

#10 – Host a home party

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- ♦ Host picks up tab and introduces the CEO or ED

Asking is only part of process

- ♦ Asking is only *part* of the fundraising process
- ♦ Board members that can ask, are a huge asset
- ♦ But board members can engage in other parts of fundraising—introducing people, growing relationships, and thanking donors

the fundraising coach

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- ♦ Tool shop including: the proven *Ask Without Fear!*® System in book or DVD formats
- ♦ Sign up for free email newsletter and bonus free ebook *21 Ways for Board Members to Engage in Fundraising*
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