

RHODE ISLAND
FOUNDATION

Successful Fundraising

board leadership and active participation is key

Development Professionals Affinity Group

Keith Tavares
Capacity Building Officer
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Three Important Steps

- **Laying the foundation**
- **Identifying & planning**
- **Connecting & soliciting**

Laying the foundation for a fundraising board



- Have a well-defined, strategic board recruitment and orientation process
- The board fundraising commitment – how much? When? and how?
- Have a strong and committed board development committee

Board recruitment & orientation

- Make fund development a cornerstone of your conversations
- Do not be reluctant to use the “F” word for fear of scaring off potential board members
- Be up-front and candid about fundraising responsibilities



Commitment

board giving is essential because...

- It increases the level of “ownership” board members feel toward the organization
- It enables your organization to raise funds from other entities
- It shows other prospective donors that your board members are good stewards
- It makes board members feel good about their involvement



Commitment

how much? When? and how?

- Board members should **all** give at a **“meaningful”** level
- Decide whether or not to require board members to give a set \$ amount.
- Board member gifts and pledges should be secured before asking others to contribute
- Make the process personal, challenging, and exciting



Board development committee: what is its role?

- **Provides reach**
- **Cheerlead** – builds a culture of fundraising enthusiasm on your board
- **Provides accountability**
- **Sets the tone** of your organization’s fundraising culture

Board members should expect...

- A clear explanation of role in fundraising
- Access to training in fundraising
- A choice of fundraising activities
- Organizational transparency and accountability

From their organization

Organizations should expect their board members to...

- Learn about and advocate for the organization
- Commit to an annual gift
- Work closely with staff when available
- Always introduce potential friends
- Create authentic relationships with donors

Utilizing your board's sphere of influence: helping your board raise funds from others

- Every board member has a sphere of influence that can be used to identify potential support for their nonprofit
- You just need to be made aware of the value of your connections and how those connections can be utilized to support your efforts.



Uncovering your board's sphere of influence: **Identifying and planning**

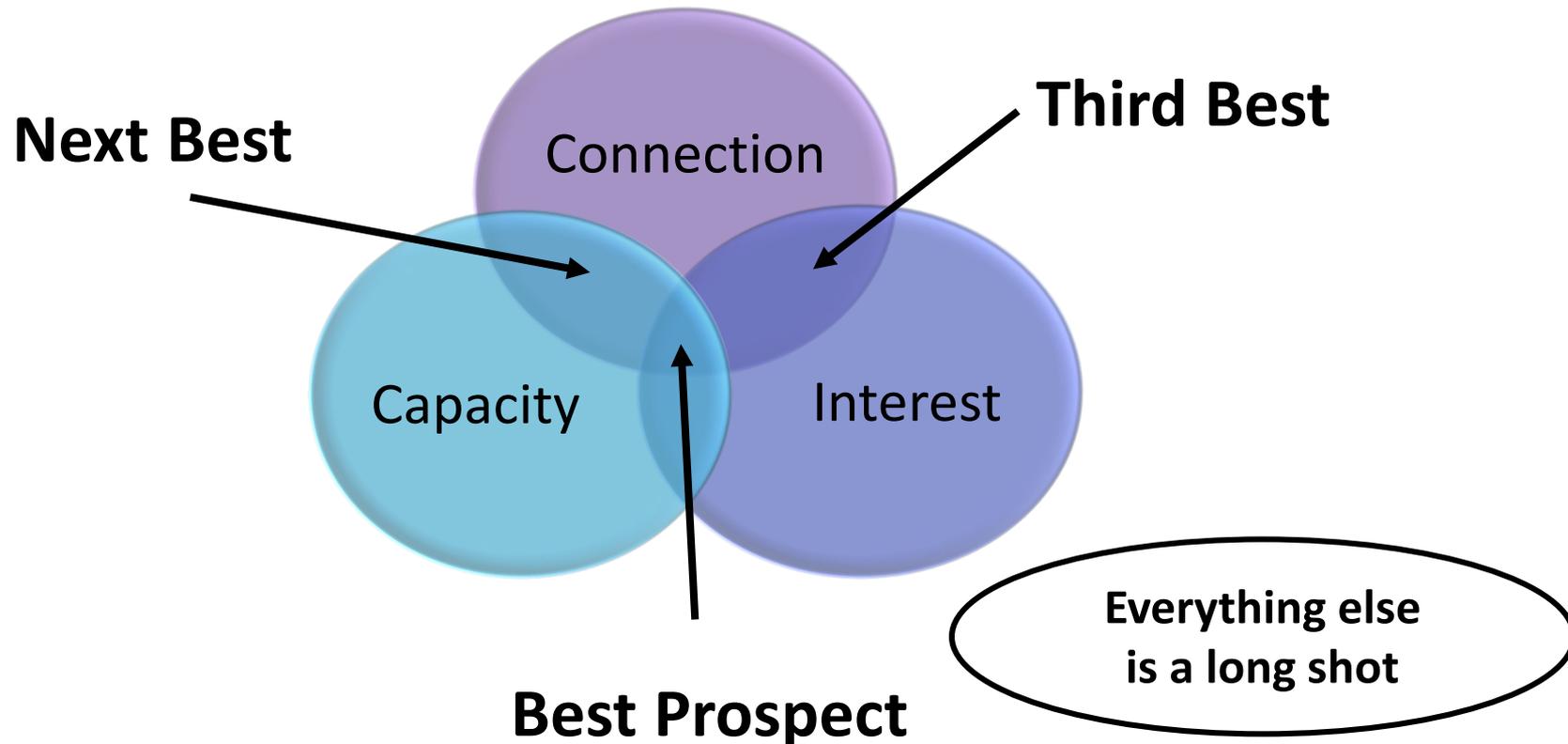
1. Get up-to-speed and fired up!
2. Schedule a brainstorming session with your entire board
3. Refine and segment your donor and prospective donor lists
4. Hold a major donor screening meeting with your board, staff and other key stakeholders

3 qualifying categories

- **Capacity** – how much could they give if properly motivated and approached by the right person or people?
- **Interest** – are they known to give to causes with a similar mission?
- **Connection** – who is the best person to contact the prospective donor?

Manage your time

Focus on low hanging fruit first



Food for thought and future use

- Do you know who your organization's top 3 donors are?
- Are they connected to your organization in other ways?
- Do you know the amount of the largest gift your organization received from an individual donor last year?
- How did it impact your organization?

Taking the fear out of fundraising

- You don't have to be afraid!
- You are not “begging for money”
- Your belief and excitement will be infectious
- “Joyful Giver, a Grateful Recipient, and an Artful Asker.”



Keith Tavares
Capacity Building Officer

ktavares@rifoundation.org
rifoundation.org
401.427.4054



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