Successful Fundraising
board leadership and active participation is key

Development Professionals Affinity Group

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November 19, 2019
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

- Best Prospect
- Third Best
- Next Best

- Everything else is a long shot

Connection
Interest
Capacity
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.”