

Fundraising is a Team Sport: Firing Up Your Board for Fundraising Success

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Today's Discussion

1. Why People Give
2. Donor Engagement Continuum
3. Three Steps to Fire Up Your Board
4. Teammates

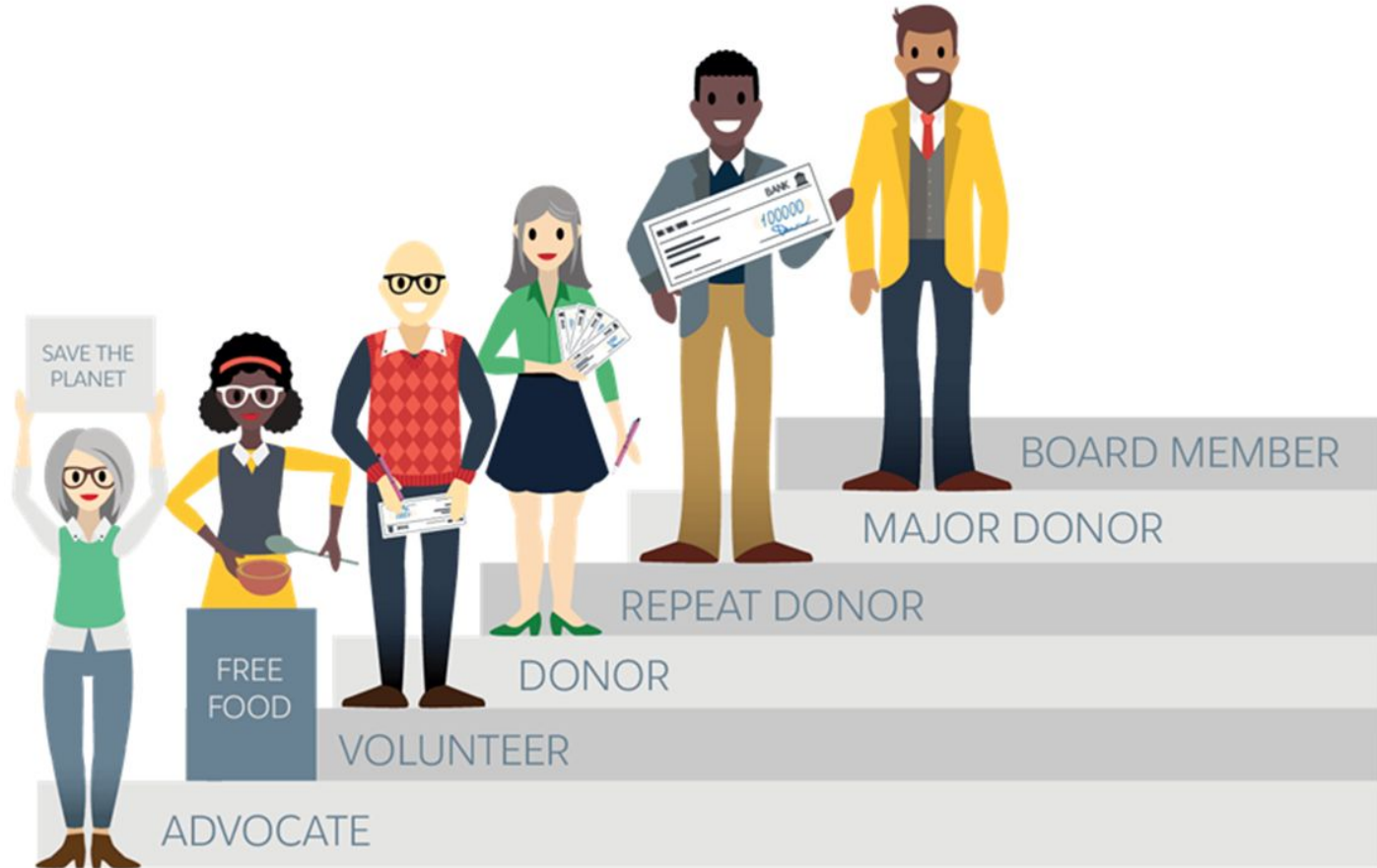
Why Do You Give?

Your responses:

Why People Give: Levels of Importance

High Importance	Medium Importance	Low Importance
<ul style="list-style-type: none">■ Serves on the Board■ Influence of the solicitor(s)■ Involved in fundraising■ Commitment to mission■ Relationship with the organization	<ul style="list-style-type: none">■ Specific interest in the project■ Respect for the organization or leader■ Encourage others■ Financial stability of the organization	<ul style="list-style-type: none">■ Tax benefits■ Guilt■ Promotional materials

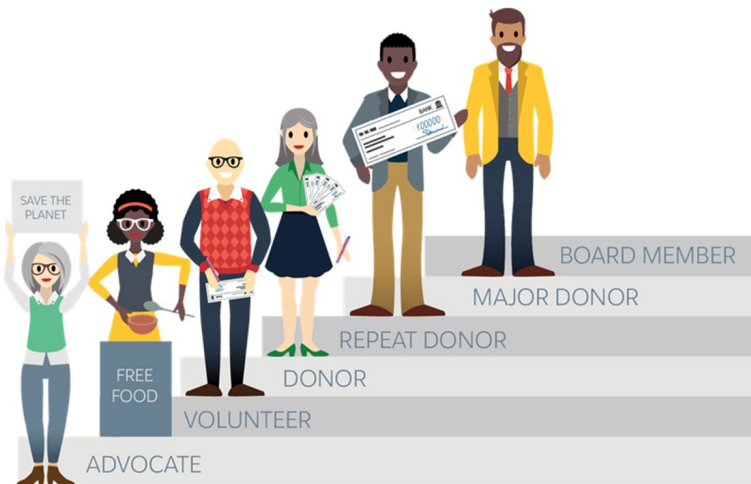
Donor Progression Along Engagement Continuum



**But Wait a Minute...I
Thought This Presentation
Was About the Board...**

Step #1 to Fire Up the Board: Simplify Your Call to Action

- Ask Board Members to simply help move donors up the continuum
- Emphasize the fundraising team
 - Everyone participates in some way



The Board's Role in Development

"Join Me"

1. **Identify prospects** for major gifts
2. Send a **"door-opener"** letter to prospects
3. **Meet with prospects** to learn about their understanding of the organization and share with them the organization's goals and plans
4. **Host a special reception** or outing for a small number of potential prospects
5. Invite prospects to **meet with staff** or lay leadership
6. Invite prospects to **events**
7. Promote the opportunity to be **featured in a story**
8. **Share their engagement and involvement** with prospects
9. **Share information about prospective donors** to customize "asks"
10. **Thank donors**



Step #2 to Fire Up the Board: Help Members Identify and Communicate Their Why

Serving As An Ambassador

- To be good ambassadors, board members need to be able to **tell their story and the organization's story.**
- Topics/questions to them to think about as an ambassador:
 - What is their connection to the organization?
 - How has their experience with the organization impacted them or their family?
 - How does the organization serve the community?
 - What has the organization accomplished for the community?
 - What is distinctive about the organization?
 - What are the organization's goals for the upcoming year?
 - How will philanthropy enable these goals to be accomplished?

Step #3 to Fire Up the Board: Engage the Board in Ongoing Stewardship By Sharing Their Why

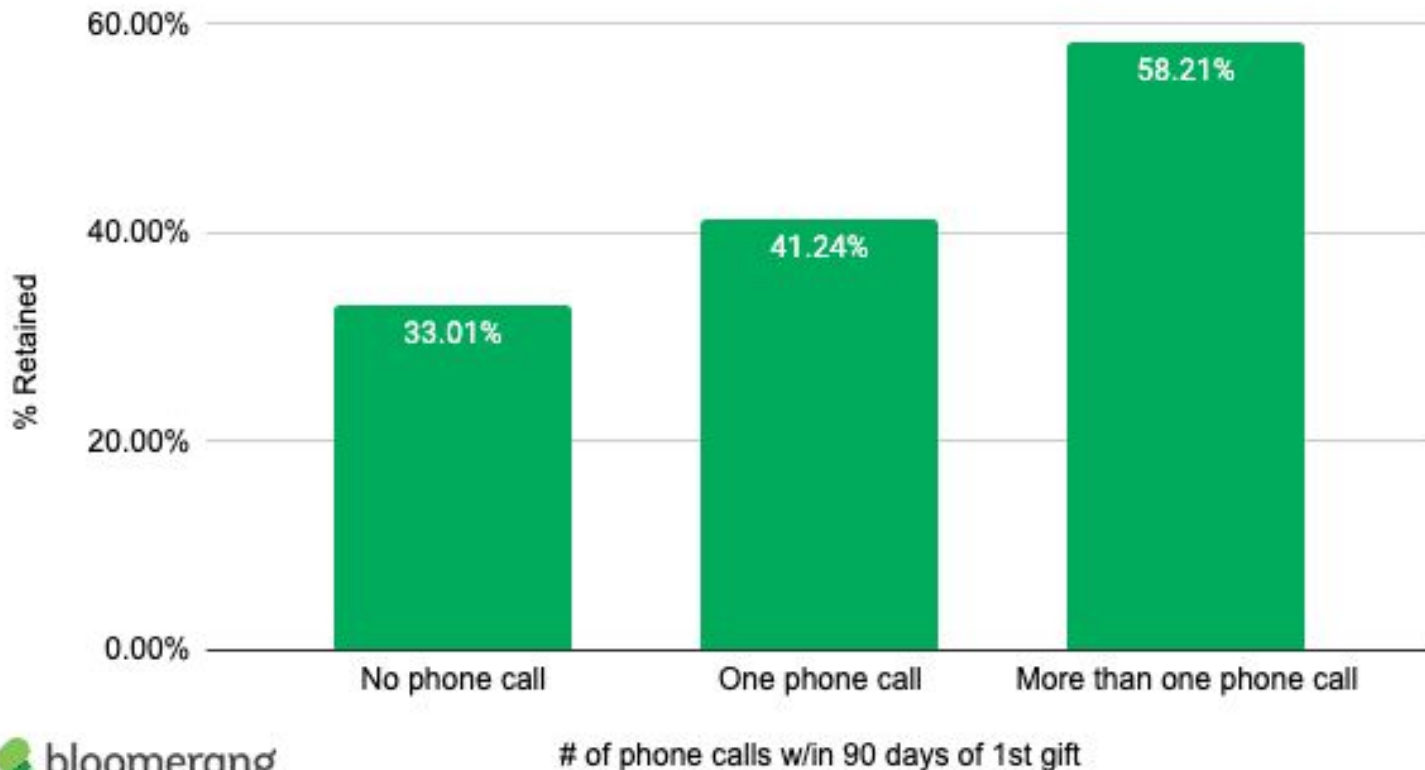
Becoming Stewards

1. Send **thank you notes, emails, letters**
2. Serve as a **connector** and **educator**
3. **Identify five people with whom to share their story**
4. Make **thank you calls**



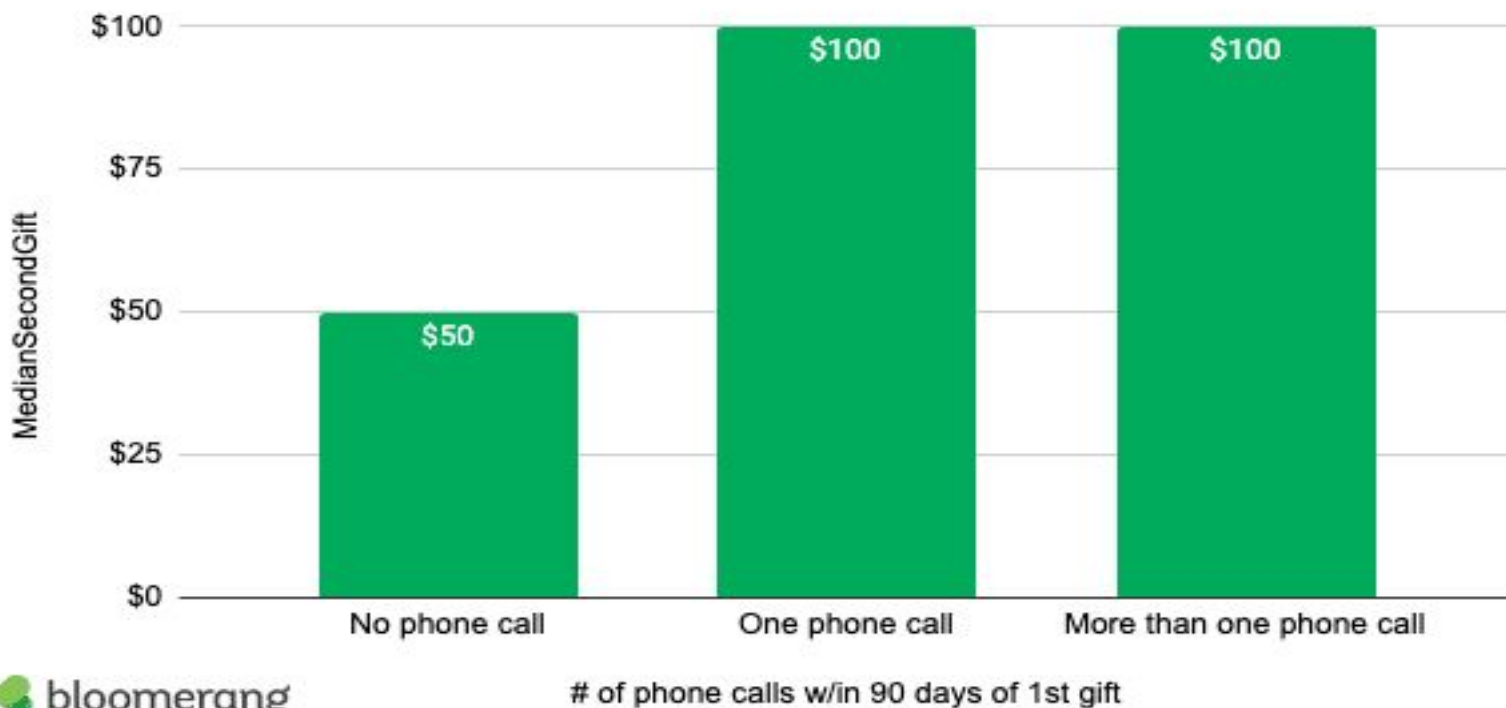
Why Are Thank You Calls From Nonprofits So Important?

Impact of phone calls on 1st-time donor retention



Why Are Thank You Calls From Nonprofits So Important?

Impact of phone calls on second gift size



Fundraising is a Team Sport



Board members and other lay leaders:

- Be passionate
- Give time, talent, and treasury
- Serve as an ambassador
- Advocate
- Participate in fundraising



Staff:

- Plan and organize fundraising process
- Engage and cultivate
- Inspire and motivate volunteers
- Make the ask

A Few Final Things...

- Remind your Board to include their own **donor journey in their why**
- Educate your Board that the **average time frame through the pipeline**, to identify, cultivate, solicit, and receive a major gift commitment is **72+/- weeks** so while there will be some quick wins, have **patience**
- **Assign each Board member to work with 2-3 prospective donors** throughout every stage of the philanthropic cycle to ensure that you always have prospects ready to be asked — today and 72 weeks from today

Want to Learn More and View the Premier of 360 Philanthropy Group's New Board Toolkit?

- Join me at **PowerNET 2023** for the presentation of **Show Me the Money: Succeeding in Fundraising as an Agency Lay Leader** on **Sunday, May 7 from 2:15 to 3:30pm.**
- Join me at **PowerNET 2023** for the presentation of **Steps to Fund the Big Ideas in Your Strategic Plan Without Adding More Grants, Events, or Appeals** on **Sunday May 7 from 3:45 to 5pm.**
- Visit me in the **Expo at PowerNet2023**
- Schedule a **free 30-minute consultation** with me by emailing lanea@360philanthropygroup.org.
- Network members receive a **5% discount** on all services.



“Philanthropy is not about the money. It’s about using whatever resources you have at your fingertips and applying them to improving the world.”

– Melinda Gates

Q & A



Thank You



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