

Welcome to the Foundation Center's

**Your Board and
Fundraising Webinar**

We will begin shortly.

This Class Covers...

- The role of your board
- Various ways your board can participate in the fundraising process
- How to overcome board member concerns about fundraising
- Tips for strengthening your board, including recruitment and orientation

Part 1

The Role of Your Board

- Why boards are important
- Board responsibilities
- Effective boards

Why Boards Are Important

A governing board is defined as
“people elected or appointed to establish policy, exercise fiscal responsibility and oversee management of an organization”

—Association of Fundraising Professionals

Board Responsibilities

- Legal and fiduciary responsibility
 - Includes fundraising responsibilities
- Oversight
 - Includes supervision of chief executive
- Strategic planning
- “Public face” of the organization
 - Outreach and advocacy
 - Represent constituent perspectives and viewpoints

For more information: <http://boardsource.org>

Three Duties of Board Service

- Duty of care: operating the organization ethically, according to the law
- Duty of loyalty (to the organization): avoiding conflicts of interest
- Duty of obedience (to the mission)

Characteristics of an Effective Board

- Commitment to the mission
- Strategic-thinking
- Independent-minded
- Transparent, acting with integrity
- Finding and sustaining resources
- Focused on results
- Committed to expanding the organization's "circle of friends"

**Part 2
Boards and Fundraising**

- Financial contributions
- Board engagement

Giving Money

- Important first step to engage in fundraising
- External donors will look for board contributions
- Should you set a minimum donation amount?

Getting Money: Fundraising Activities

Once they've made their own personal contributions:

- One-on-one solicitations
 - Ask peers for support
 - Accompany staff on key visits to donors
 - Make introductions for staff to follow up
- Group settings
 - House parties
 - Service clubs, religious organizations, associations, etc.

Reality Check: Boards and Fundraising

So why aren't board members active in fundraising?

- Don't know how
- Never had to before
- No one ever asked them to be involved
- No knowledge of the fundraising plan or what the goals are
- Afraid to ask people for money
- Too busy/too many other commitments

Turning it Around

- Dispel fears about money
 - Cultivation and stewardship play major roles
- Engage board members in planning process
- New board member "contract"
- Build fundraising skills through ongoing training
- Team approach—no one does this alone!

“But I Don’t Want to Ask for Money!”

Many other ways to get involved:

- Write thank you letters to supporters
- Contribute names to the prospect list
- Write personal notes on fundraising letters
- Cultivate and “nurture” donor prospects
- Solicit non-monetary donations
- Support special events
- Advocate for the organization
- Give time and expertise

Fundraising Commitment Form

During this program year I pledge to participate in the fundraising effort of _____ in the ways indicated on this sheet:

I will	I Completed
_____ Make my annual contribution	_____
_____ Host a dinner/reception/house party for prospective donors	_____
_____ Buy a table at the Spring Gala	_____
_____ Recruit eight people for the golf tournament	_____
_____ Provide ten names for the mailing list	_____
_____ Sign twenty thank you letters	_____
_____ Help organize an event	_____
_____ Join our Chief Executive or other fundraiser on a major donor call	_____
_____ Attend a workshop on fundraising	_____

Name _____
Date _____

**Part 3
Tips for Strengthening
Your Board**

- Recruitment
- Commitment
- Board process

Recruiting New Board Members

Criteria for board selection:

- Commitment to the mission
- Having the time to commit
- Contacts in the community
- Personal wealth OR connection to others
- Desired skill-sets and experience (could include fundraising)
- Board diversity and community representation
- Ability to listen and “play well with others”

Recruitment: Where to Find New Board Members

- Referrals from current board members, executive director and other staff
- Prospects from existing donors and/or volunteers
- Prospects from the general population (check your local volunteer center for board matching programs)

For more information: <http://pointsoflight.org>
<http://boardnetUSA.org>

Board Processes

- Commitment--board “contract”
- Orientation
- Evaluation

The Foundation Center's Training Programs

Resources for Further Information

- Knowledge Base on GrantSpace.org
 - grantspace.org/Tools/Knowledge-Base/Nonprofit-Management/Boards
- BoardSource: Building Effective Nonprofit Boards
 - boardsource.org
- Creating the Future: Articles Library
 - help4nonprofits.com/H4NP.htm
- Board Café Newsletter
 - blueavocado.org/category/topic/board-café
- Free Management Library: Nonprofit Fundraising
 - managementhelp.org/boards/boards.htm




