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THE BOARD'S ROLE IN FUNDRAISING & RESOURCE DEVELOPMENT

BY SABRINA WALKER HERNANDEZ

YOU'RE WORTH IT

- ✓ Close your email
- ✓ Close the 20 browser windows currently open
- ✓ Close the door
- ✓ Ask the kids to not kill themselves or each other for the next hour



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ABOUT ME

- I studied Political Science and Public Administration.
- I obtained a Nonprofit Management Certification from Harvard Business School.
- For the last 25 years I have worked in the nonprofit industry in direct services, operations and executive leadership.
- In 2018 I was diagnosed with cancer and felt that I needed to retire.
- Since I have been helping small nonprofits staff and board build relationships that converts into more donations.

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WHAT I DO

- Workshops
- Board Retreats
- Webinars
- Coaching
- Consulting



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WHO WILL
BENEFIT FROM
THIS WEBINAR

- Nonprofit CEOs looking to engage their board in resource development & fundraising
- Nonprofit Board Chairs seeking to inspire their board to fundraise.
- Anyone looking to enhance their board's resource development & fundraising experience.

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THE GOAL OF THIS WEBINAR

1

Understand the role of the board in the resource development & fundraising

2

Learn how to engage the board in each of these roles

3

Know how staff can support the Board in resource development & fundraising

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ROLE OF BOARD MEMBERS

1. Give Generously

2. Be an Advocate

3. Participate in Resource

Development & Fundraising



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1. GIVE GENEROUSLY

Give Generously - Make Their Own Personal Gift

- It's too hard to ask someone else to do something you are not willing to do
- It shows you are committed
- It will make you a much better fundraiser

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HOW TO FACILITATE BOARD GIVING

- RECRUITMENT PROCESS
- YEARLY INDIVIDUAL MEETINGS WITH BOARD MEMBERS
- ANNUAL COMMITMENT FORM
- ACCOUNTABILITY PROCESS

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2. BE AN ADVOCATE

- Share their personal story
- Spend time in the nonprofit
- Elevator Speech

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**2. PARTICIPATE
IN RESOURCE
DEVELOPMENT &
FUNDRAISING**

TO BOARD MEMBERS, FUNDRAISING IS...



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SOME OF THE THINGS BOARD MEMBERS TELL THEMSELVES

“ They think it's going to feel bad, like begging. ”

“ I don't like to hear no! ”

“ I don't like asking my friends or strangers for money. ”

“ I don't know any rich people. ”

“ I am uncomfortable asking for money. ”

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No one joins your nonprofit's board to ask their friends and family for money!



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FUNDRAISING & RESOURCE DEVELOPMENT IS MORE THAN ASKING



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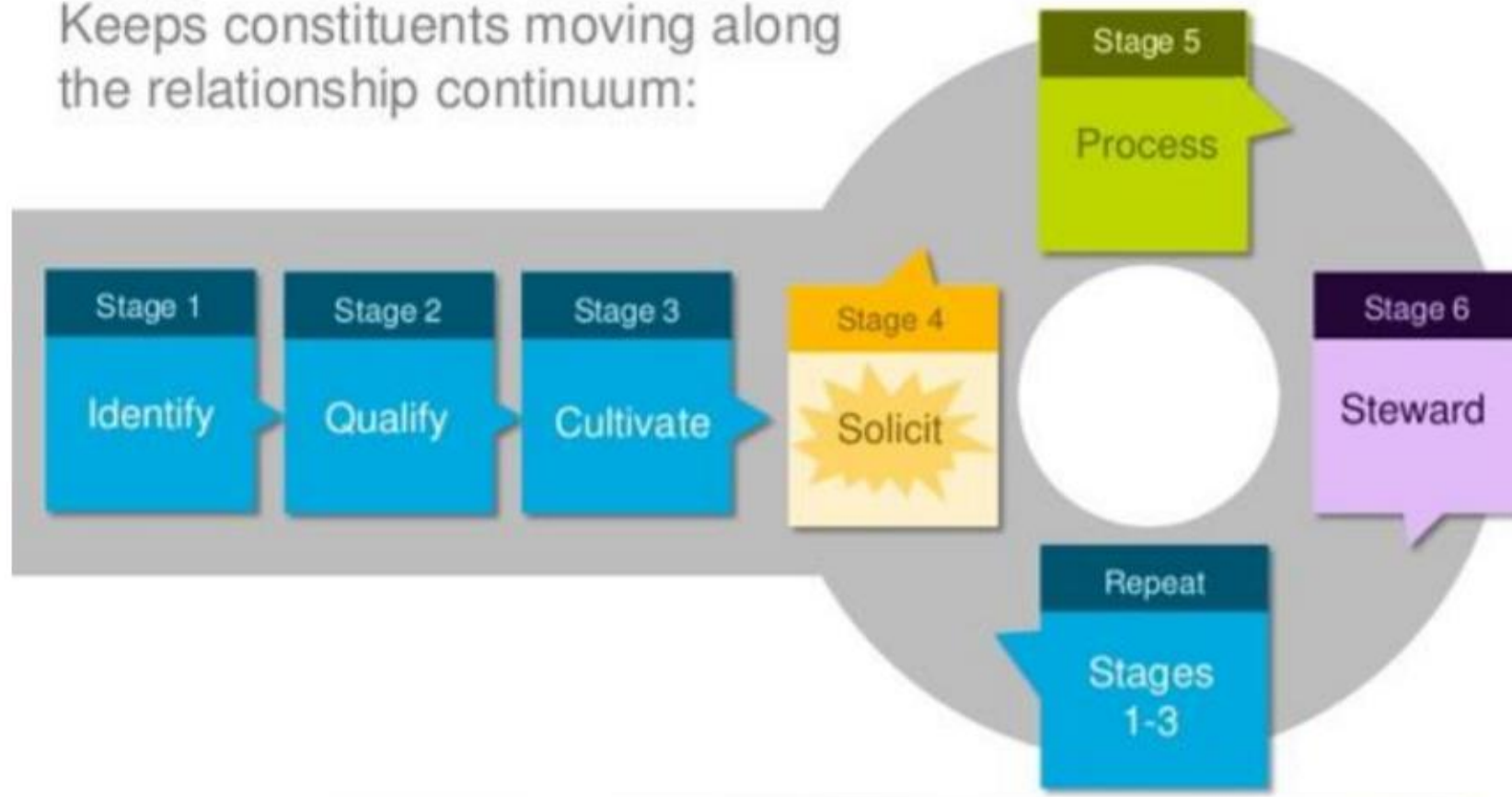


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Fund Your Nonprofit Framework

This Framework shows you the “big picture” 6 stages to building your donor pipeline. This is a process map. Especially if you are new to fundraising, it will give you a visual representation of one path to developing relationships with prospective donors.

Keeps constituents moving along the relationship continuum:



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DOOR OPENER

BOARD MEMBERS CAN PARTICIPATE IN THE FUNDRAISING PROCESS BY OPENING THE DOOR TO THE EVENTUAL ASK.

- Identifying potential donors (prospects)
- Building relationships with prospects
- Generating interest in the organization
- Showing prospects what the organization is all about – history, programs, finances, etc.

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CULTIVATOR

**IT IS TRUE WHAT THEY SAY:
“PEOPLE GIVE TO PEOPLE.”
DONORS WANT TO TRUST AND
LIKE THE INDIVIDUALS AT THE
ORGANIZATIONS THEY
SUPPORT.**

Cultivation is about building relationships before asking for money. They can connect the organization to cultivation by making personal contacts with prospects.

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**ASKER (SIDE
KICK – WING
MAN)**

Board members can contribute to fundraising efforts by accompanying staff members on face-to-face solicitations.

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THANKERS

**AN ORGANIZATION'S
FUNDRAISING
RESPONSIBILITIES ARE NOT
OVER ONCE IT HAS RECEIVED A
DONATION FROM A DONOR.**

The final stage of fundraising is stewardship—thanking the donor and maintaining a relationship that keeps the donor connected to the organization. Board members can:

- send donors a thank you card or make a thank you call
- let the donor know the gift was appreciated and that it made a difference to the organization.

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There is a way to engage board members' heart, mind, and passion for fundraising.

Gail Perry – Fired Up Fundraising Turn Board Passion into Action.

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CEO'S ROLE

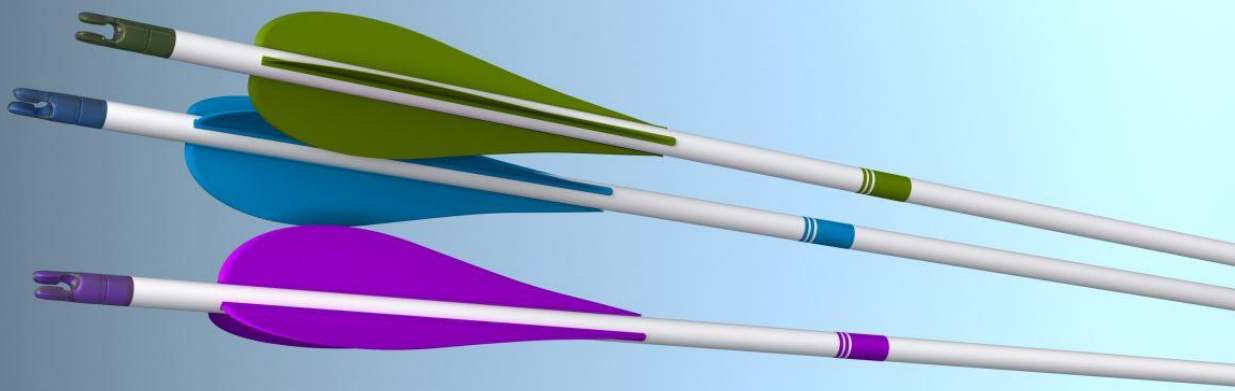
- Focus your Board
- Inspire your Board
- Ready your Board
- Engage you Board



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FOCUS YOUR BOARD

- Mission Moments
- Focus on Real Outcomes & Results

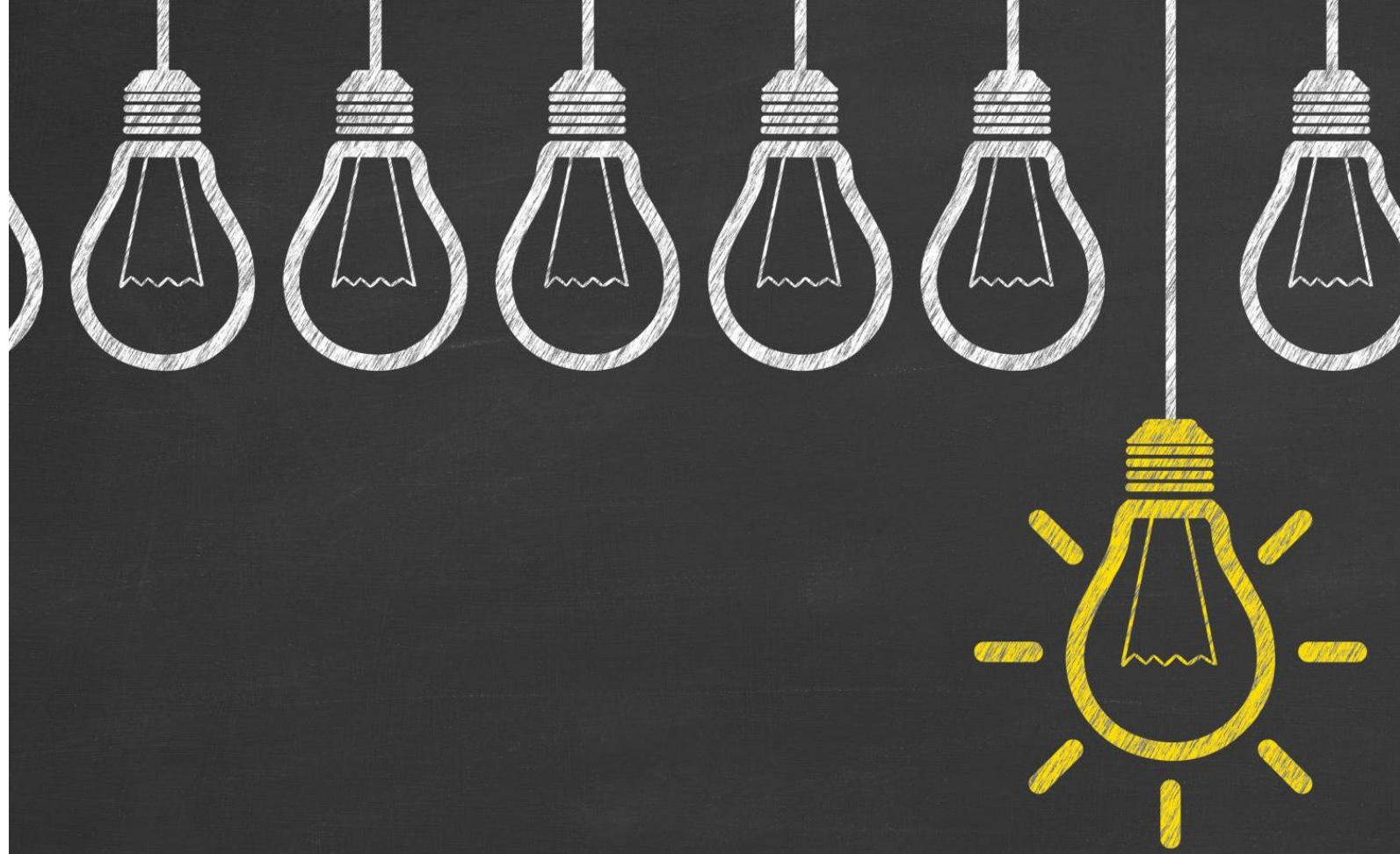
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INSPIRE YOUR BOARD

- Make Resource Development & Fundraising Fun
- Have a Plan



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THE BROTHERS OF ST. ALFRED



READY YOUR BOARD

- Proper Tools & Training
- Practice
- Educate them on the Donor Cycle

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ENGAGE YOUR BOARD

- Give your board members the appropriate fundraising & resource development role
- Create a Support Structure

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What board members need from Staff so they can fundraise easily and effectively

If you want your board involved in fundraising, then you must help them.

Equip them: Provide board education and share client stories.

Make it easy: Give board member scripts, social media post, sample letters and emails.

Be accountable: Hold board members accountable for what they say they will do.

Be explicit: Be very explicit when recruiting board members about expectations and have a board expectation agreement in place.

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MISSION ACCOMPLISHED!

- Understand the role of the board in the resource development & Fundraising
- Learned how to engage the board in each of these roles
- Know how staff can support the Board in resource development & fundraising

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Q & A

Feel free to ask any questions related to the content of this webinar.

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