



Successful Board Fundraising

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Three Important Steps

- Ensure board members are committed to the organization
- Have a strategic recruitment & orientation process
- Remove the fear of fundraising

Laying the foundation for a fundraising board



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



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 recruitment & orientation

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

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**

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.”**



Leverage 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 support their nonprofit**
- **You just need to be made aware of the value of your connections and how those connections can be leveraged**



Uncovering your board's sphere of influence: **Four important steps**

- 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**

Understand and prioritize

**Individual Donors =
70% of Charitable Giving in
2017**

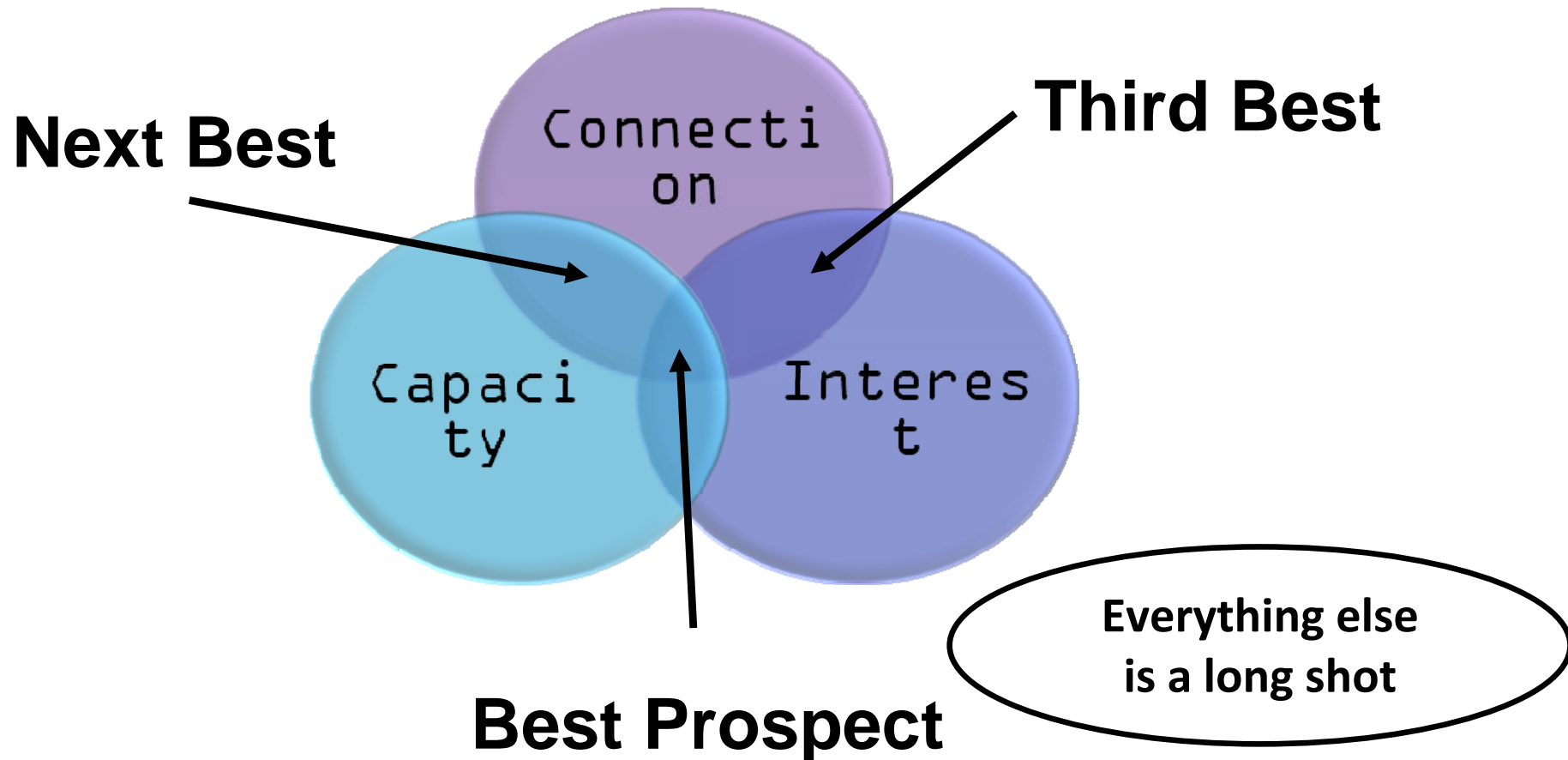
All you need to know.....

3 qualifying categories

- **Capacity** – how much could they give if properly motivated and approached by the right person or people?
- **Interest** – are they know 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?

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