



RHODE ISLAND
FOUNDATION

Successful Board Fundraising

19th Annual Land & Water Conservation Summit

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Understand Your Available Funding Sources

Foundations and Trusts

Annual Events

Corporate Giving

Individual Donors

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 and fully committed to the organization and its mission
- It makes board members feel good about their involvement

Lend-A-Hand

BOARD OF DIRECTORS PHILANTHROPY PLEDGE

- I support the Mission and Core Values of Lend-A-Hand

- Increased fundraising is required to deliver the Land-A-Hand strategic objectives, and Board member support is an important indicator used by businesses, donors, foundations and corporations to guide their giving. To enhance the image of Lend-A-Hand to these potential supporters, as well as to contribute my share to Lend-A-Hand, I will actively support fund raising efforts through donation and/or securing donations. My contributions and efforts to support fund raising for Lend-A-Hand will be divided as follows:
 - I agree to make a personal cash contribution to Lend-A-Hand on an annual basis in support of a larger annual fundraising goal set by the full Board of Directors each year.
 - Lend-A-Hand will be a priority within my charitable giving each year
 - Through my personal efforts, I will work toward obtaining financial and in-kind support for Lend-A-Hand from other prospective donors, businesses or foundations.
 - In addition, I will contribute to Lend-A-Hand fundraising efforts through the support of special events benefiting Lend-A-Hand. This support may come in the form of purchased tickets, auction contributions, or sponsorship.

NAME (please print): _____

SIGNATURE: _____

DATE: _____



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 Giving and Connecting: fund development priorities

Less important

Donor acquisition

Bottom of donor pyramid

Awareness of organization

Asking for money

More important

Donor retention

Top of donor pyramid

Ownership of organization

Building relationships

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

Identify & Connect

(Introduce your organization to new people)

- Identify potential corporate donors/sponsors
- Suggest foundations/trusts where you have a contact for possible grant support
- Bring the executive director or other pertinent staff to a community event as your guest
- Keep on the lookout all year long for potential board members who could add value

Cultivate & Steward (Build organizational friendships)

- Attend your organization's special events and bring friends
- Cultivate 10 friends each year
- Host an organizational awareness event in your home
- Assist in identifying and cultivating major gift prospects
- Ask community groups in which you hold membership to sponsor events to benefit your organization

Communicate & Advocate

- Send your organization's newsletter with a personal note to friends and colleagues not familiar with your organization
- Send a letter to prospects in your community
- Drop a personal note to lapsed donors
- Provide 10 new names for the mailing list annually, especially for invitations to events
- Make thank you calls to 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 =
69% of Charitable Giving in 2020**

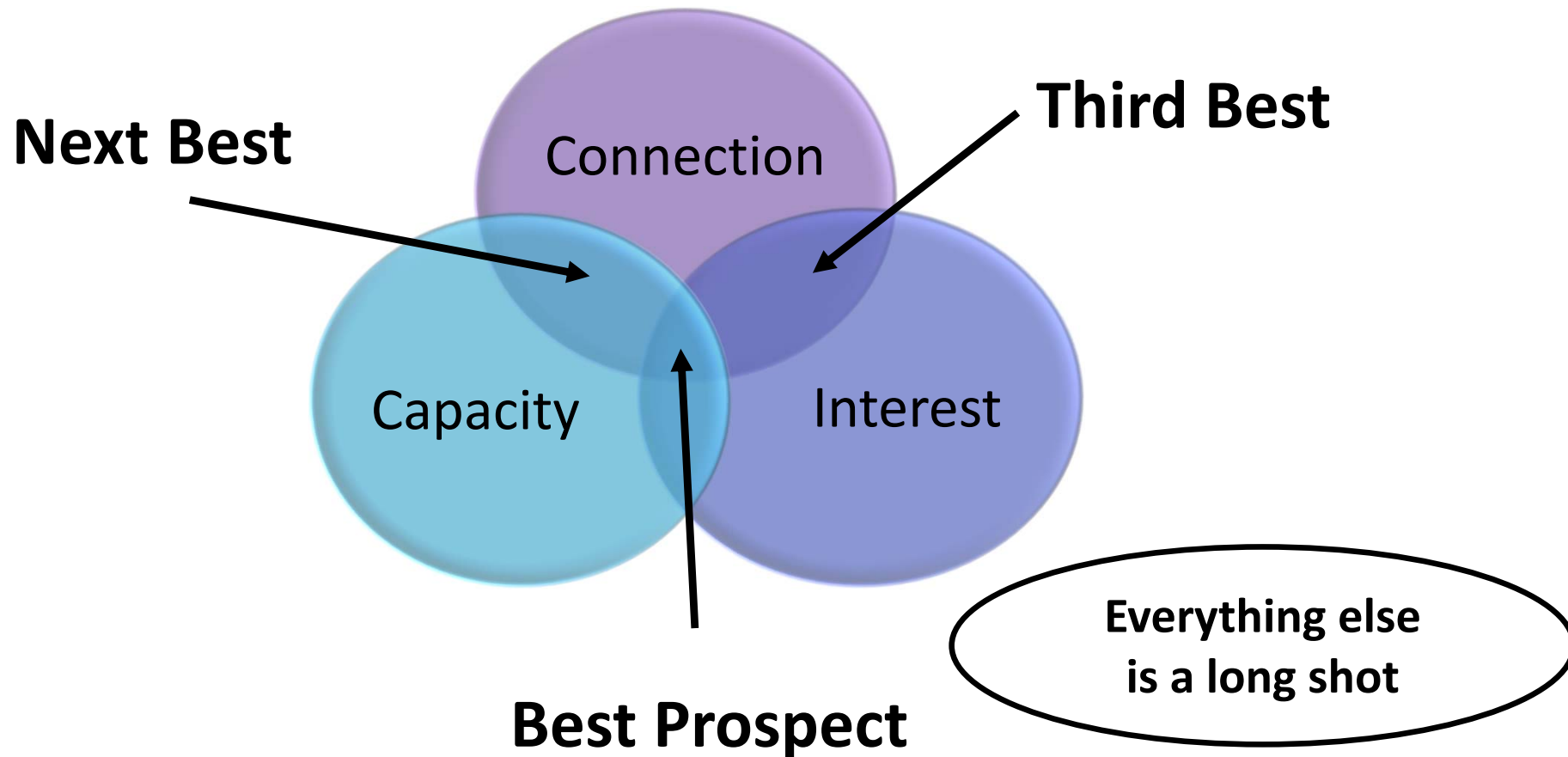
All you need to know.....

3 qualifying categories

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



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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