



Session six: Fundraising and Resource Development

fundraising



The Board's Fundraising Responsibilities

- Define or clarify the mission (the "why" of the organization)
- Support organizational sustainability
- Identify strong leadership
- Approve adequate budgets
- Plan for the future of the organization
- Be familiar with the overall fundraising plan
- Participate in the fundraising process

(From "Presenting Fundraising" BoardSource)

What does this look like in action?

2. Oversight



Clearly define annual fundraising goals



Delegate responsibilities to meet these goals



Create fundraising and donor recognition policies

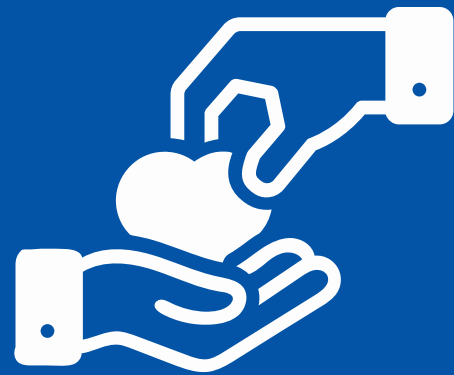


Ensure fundraising methods adhere to ethical standards

(From "Presenting Fundraising" BoardSource)

Individual board member responsibilities

Make a personal contribution



Identify, evaluate, and cultivate prospects



Attend face-to-face solicitations



Write appeal letters



Organize and attend special events



Thank donors



Why Board members should give



Demonstrates personal commitment

The icon depicts a white silhouette of a person standing with arms crossed. A speech bubble above the person's head contains the text "100%".



Encourages other funders to give

The icon shows two white silhouettes of people standing on a horizontal line. Between them are three interlocking puzzle pieces, with two speech bubbles positioned above the pieces.



Creates board member "ownership"

The icon features a white silhouette of a building with a dollar sign (\$) on its right side. Below the building is a stack of papers or documents.

Why people give to nonprofits

- They feel a connection to the organization
- Their peers are giving
- Someone asks them to
- To make a difference
- To share their good fortune
- For recognition
- To ensure the organization's ability to fulfill its mission in the future
- For tax reasons
- To ensure their pet project finds a home



Stages of Fundraising

Stage One: Cultivation

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

How Board Members can get involved in cultivation



Stages of Fundraising

Stage Two: Solicitation

- Presenting the organization's case statement
- Participating in one-on-one solicitation
- Sending direct mail pieces with personalized notes
- Making telephone solicitations

How Board Members can get involved in Solicitation

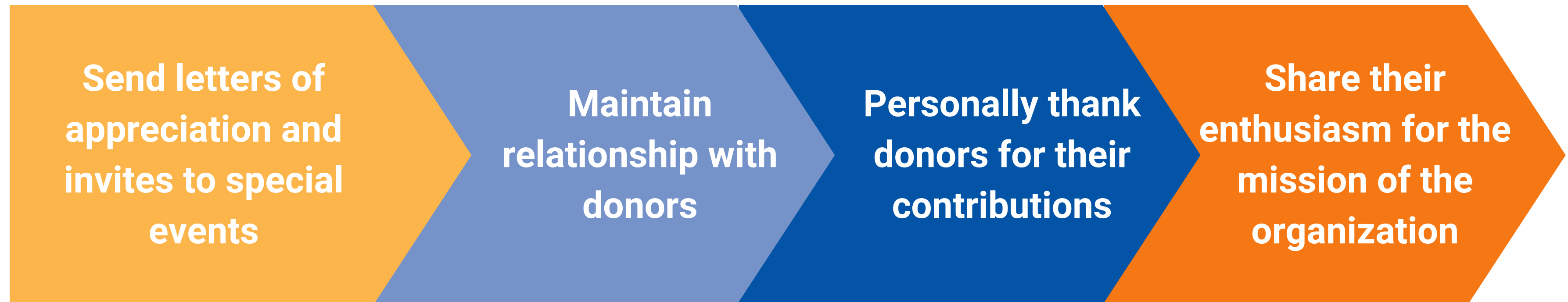


Stages of Fundraising

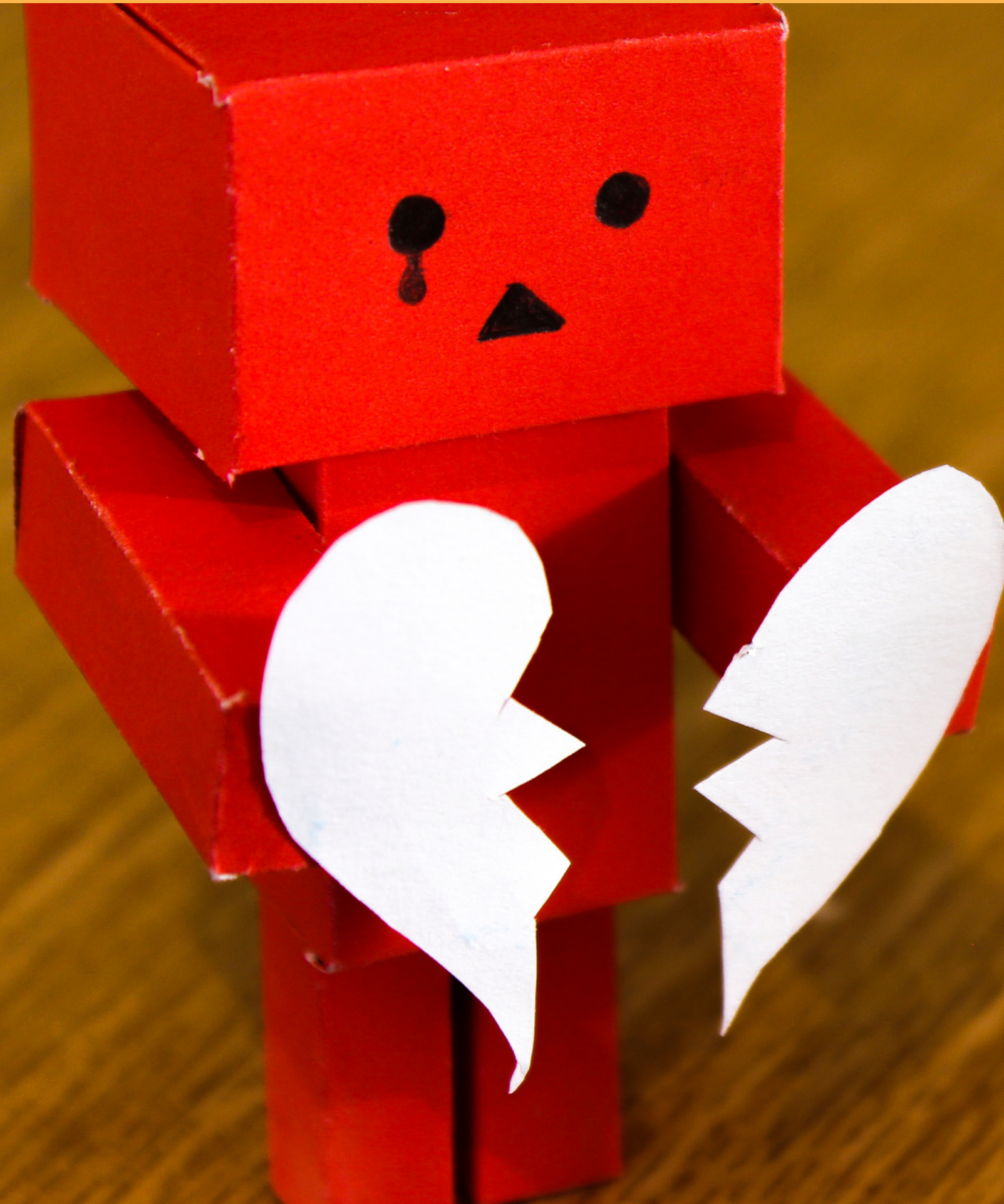
Stage Three: Stewardship

- Thanking donors and letting them know their gift made a difference
- Maintaining donor relationships
- Thank you letters
- Donor recognition activities
- Invitations to special events
- Updates from the organization

How Board Members can get involved in Stewardship



Rejection



Rejection is a natural part of fundraising and fear of it stops a lot of potential fundraisers in their tracks. Some things to remember when this happens is:

1. Do not take it personally
2. Keep the door open
3. Offer any additional information needed to change the prospects mind.

Remember! You are not just asking for money. You are asking for support for something you believe in. People believe in different causes, so a no is not a no to you, but a yes to something else.

To succeed in fundraising, you must know four things:

- 1. The mission of the organization**
- 2. The goals of the organization**
- 3. How to ask**
- 4. How to overcome fears**

**If you don't ask, you won't receive.
The only way to fail is by not trying.**

