

# ENGAGING YOUR BOARD IN FUNDRAISING

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# INTRODUCTIONS

# WHAT IS FUNDRAISING AND WHY DO WE CALL IT DEVELOPMENT?

# FACT OR FICTION?

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- Organizations are entitled to support
- Successful fundraising is magic
- Fundraising is just raising money
- Raising money is like begging
- Successful fundraising officers ask for money
- Fundraising is about developing relationships and making connections between mission and values



WHAT ARE YOU DOING TO DEVELOP A  
SUCCESSFUL RELATIONSHIP WITH YOUR BOARD?

## Building Blocks for Developing Relationships

Connect  
Communicate  
Educate  
Collaborate

## Connect



- Take the time to understand Develop a relationship
- Build rapport
- Why did they decide to volunteer for **your organization**?
- Is there a personal connection?
- Is there passion and emotional connection to your mission and impact?
- Is it for professional development?
- What was the value he/she thought they could bring to the table?
- Did they feel like they wanted to have an impact and implement change?
- The working relationship between staff and board is essential



## Communicate



- Establish clear expectations
  - Financial support
  - Time commitment
  - Collaborative partners
  - Supportive champions
  - Door openers - Facilitating introductions
- Provide precise information about roles
  - Provide strategic direction
  - Preserve the mission
  - Abide by state laws and protect the reputation with sound governance practices
  - Ultimately supporting your efforts to build content, capital, capacity and community
- Outline fiduciary, financial, and strategic responsibilities

## Educate



- Your history
- Current strategy and goals
- Challenges and opportunities
- The fundraising landscape

## Collaborate



- Build understanding of the talent around the table
- Work together to create the tools
  - Personal Passion Statement
  - Case for Support
  - Impact Statements
- Create a Plan

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THE 2016 U.S. TRUST® STUDY OF

# HIGH NET WORTH PHILANTHROPY


CHARITABLE PRACTICES AND PREFERENCES OF WEALTHY HOUSEHOLDS

OCTOBER 2016



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# Why Does High Net Worth Giving Matter?

\$373.25 billion was contributed to U.S. charities in 2015.

Of which American individuals gave **71%** (\$264.58 billion)\*\*

Family foundations collectively donated \$27.97 billion in 2015.\*\*

- The wealthiest 5.6% (those with annual income of \$200,000 or more) of U.S. income earners give on average approximately 50% of the household giving reported to the IRS by itemizing households with taxable returns\*
- Our mean in our sample represents the wealthiest 2.8% of U.S. income earners.

In 2015, high net worth households gave, on average, a total of \$25,509.

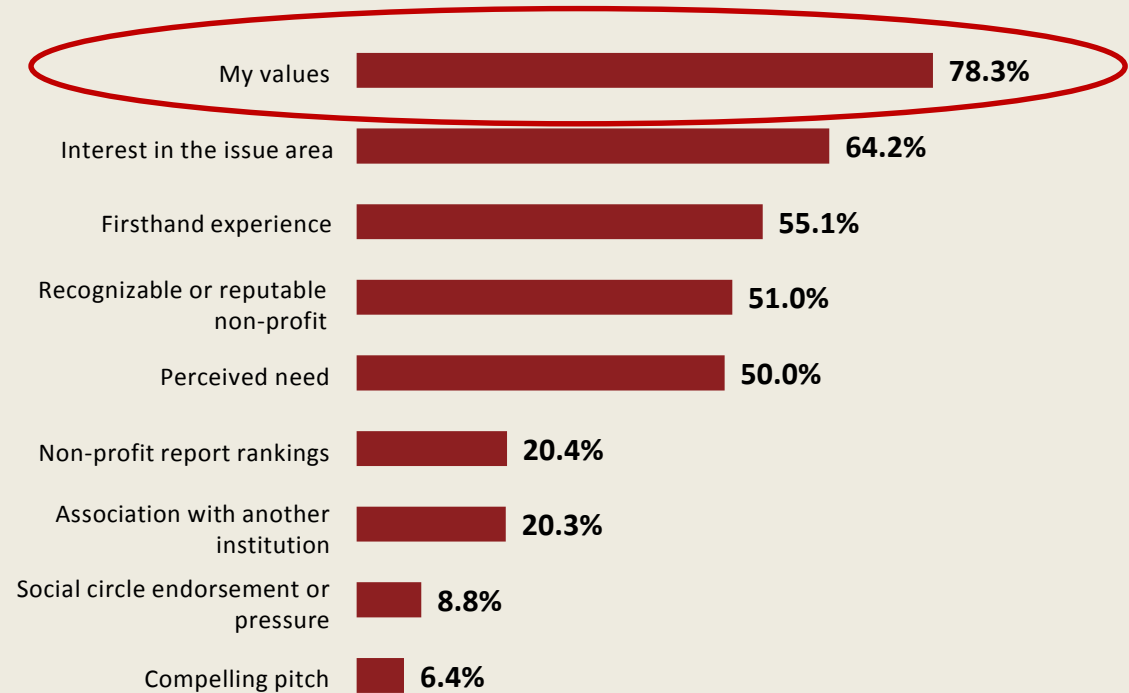
By comparison, American households in the general population give, on average, about \$2,124 each year\*\*

\* Indiana University Lilly Family School of Philanthropy, 2015

\*\* Census data, Giving USA 2015

# High Net Worth Donor Decision-Making Priorities

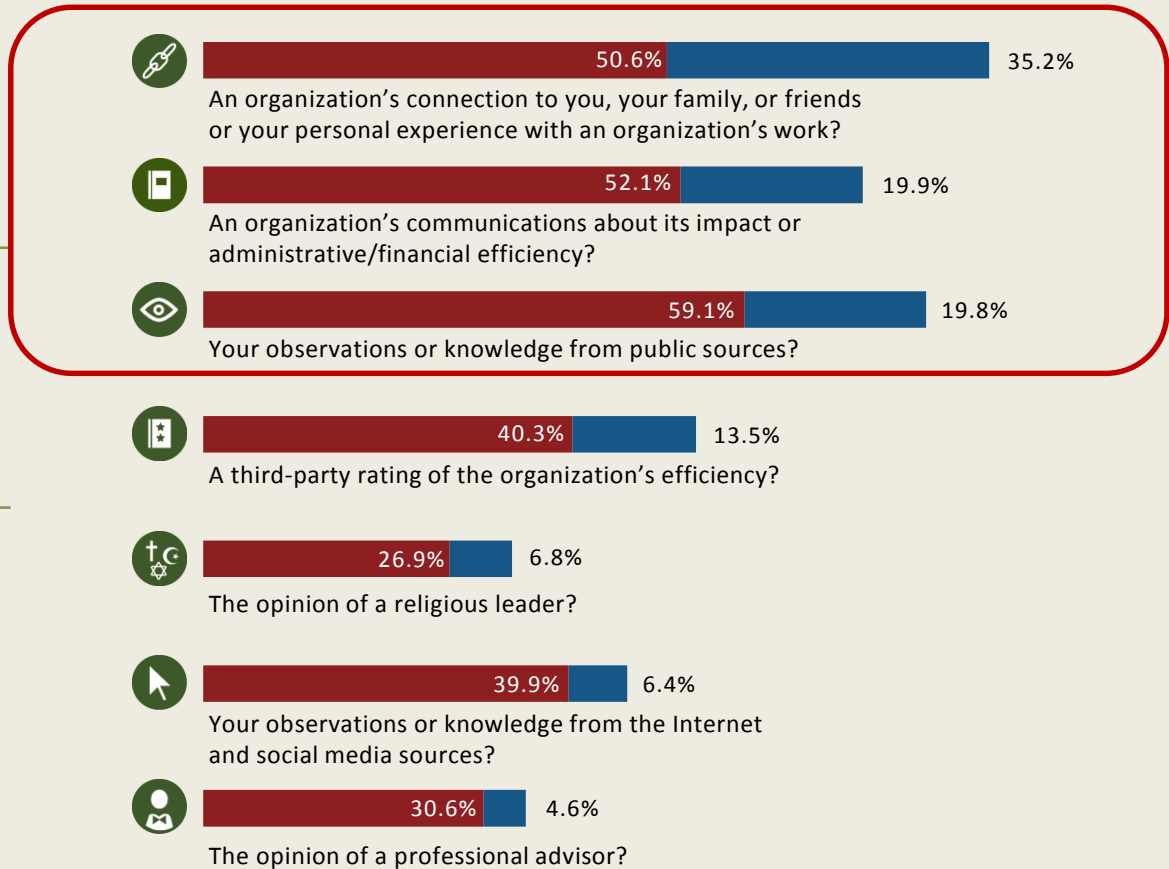
When considering the causes/organizations you give to today or would be likely to give to in the future, what led or would lead you to give to those causes/organizations over others?



# High Net Worth Donor's Use of Information about Organizations

When deciding to make a charitable gift, how important to you is the following information about the organization?

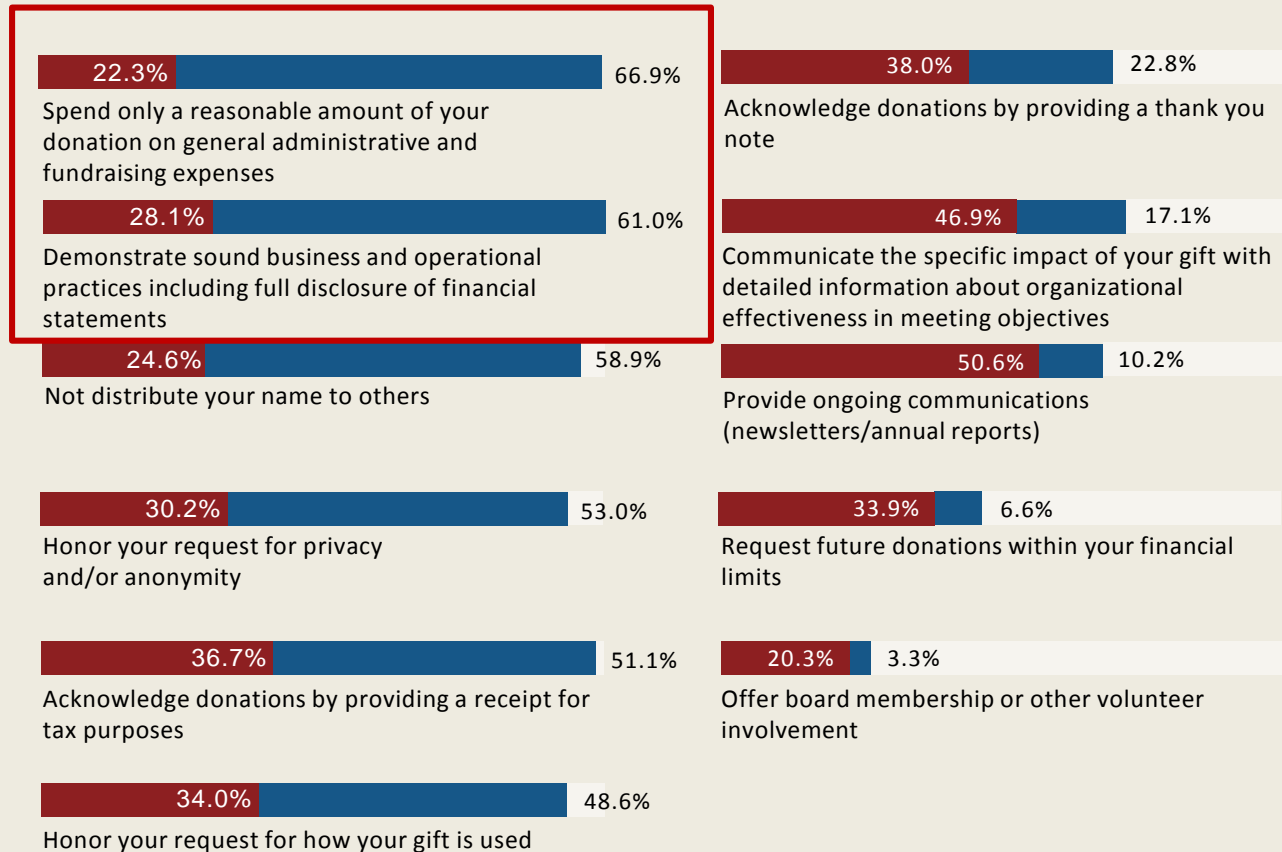
- Somewhat Important
- Very Important



# Factors High Net Worth Households Consider Important after Making a Charitable Gift

After you make a gift to an organization, how important is it to you that the organization will:

- Somewhat Important
- Very Important





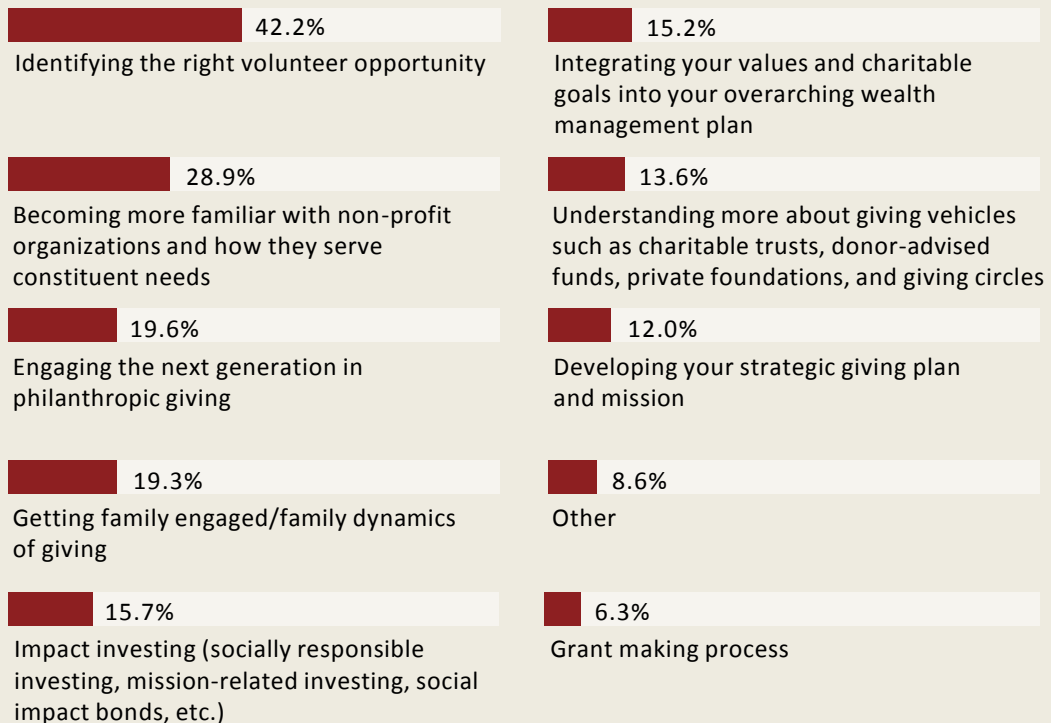
# Challenges to High Net Worth Donors' Charitable Giving



Please check the top challenges to your charitable giving.

# Learning More about Charitable Giving

About which of the following aspects of charitable giving are you interested in becoming more knowledgeable?



THE CRITICAL NEED FOR  
EFFECTIVE COMMUNITY ADVOCATES – THE  
COMMUNITIES CONNECTION TO THE MISSION  
AND IMPACT

# COMMUNITY ADVOCATES

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- ★ Dedicated volunteers
- ★ Community leaders
- ★ Donors of time and talent
- ★ Believers in the cause
- ★ Natural allies who are credible with donors
- ★ The keys to the organization's health



# CONNECTING MISSION AND VALUES

- ✓ Communicate your organization's mission and impact.
- ✓ Know and communicate your case for support.
- ✓ Articulate the impact your organization is having on the community based on the audience.
- ✓ Share your personal passion and emotional connection.
- ✓ Create connections and make introductions.



# LET'S TALK ABOUT THE TOOLS

It's all about the passion!

- Why are they sitting in those seats every month?
- What is the motivation for their commitment?
- Have you helped your board think through articulating their personal passion statement?
- Emotional connection is the key

# THE CASE FOR SUPPORT

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- What is the purpose?
- How is it different from the mission?
- Who should be able to articulate the case for support?

## Elements of a strong case for support

1. The appeal is bigger than the organization.
2. The case stresses opportunity.
3. The case conveys urgency.
4. The case is supportable.
5. The case focuses on the present (not the past).
6. The case appeals to emotion.
7. The case is logical.



Impact statements answer the question:

What real, tangible difference will the program make?

- Focus on the impact the program has had or expects to have
- Measurable—used for evaluation of effectiveness
- Create accountability



# THE TEN STEPS TO A HIGHLY EFFECTIVE FUNDRAISING BOARD

# SET YOUR GOALS AND CREATE A PLAN

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Collaborate to create the strategic fundraising plan—  
creating a community culture of philanthropy.

- Share ideas and think outside the box. Be creative and innovative.
- Create measurable goals and objectives.
- Monitor the plan implementation.

Define how each board member will participate in the plan.

- Contribute with a personal donation.
- Facilitate introductions of potential donors to your organization's development team.
- Identify and/or cultivate donor prospects, and/or ask others to give.
- Devote personal and professional skills and talents to create community awareness.
- Collaborate.

Develop ideas for generating community interest and involvement.

# 1. SET GOALS

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- ✓ Set fundraising goals to meet the organizational strategic vision, case statement, and impact goals
- ✓ The what and the how
- ✓ What is the fundraising goal needed to bring the strategic vision to life?
- ✓ Collaborate—group exercise with staff and leadership
- ✓ Consider the current fundraising environment



## 2. CREATE AND COMMIT TO A PLAN

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- ✓ Create a formal road map for the “how”
- ✓ Fundraising goals, communication strategies, and initiatives
- ✓ How will we reach our goals?
- ✓ Break down the stages, steps, timing, and budget
- ✓ Evaluate progress regularly
- ✓ Revisit effectiveness periodically



### 3. WORK AS A TEAM

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- ✓ Focus on the mission—passion for the cause
- ✓ Agree on a group story and share your personal passion statements
- ✓ Nurture a culture of trust
- ✓ Communicate openly—speak your mind
- ✓ Create a formal statement of standards of behavior and code of ethics
- ✓ Invite an expert to observe



## 4. IDENTIFY AND COMMIT TO CLEAR ROLES

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- ✓ Clear development task force charter and leadership
- ✓ Clarity around board and staff roles in development
- ✓ Provide education, tools, and support for:
  - Identifying the myriad of activities and delicate process leading to the ask
  - Acquiring/identifying new friends and potential supporters
  - Thanking and involving current donors



## 5. DESIGN PERSONAL DEVELOPMENT PLANS

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- ✓ Each board member has a custom contribution plan
- ✓ Make it fun, easy, and enjoyable
- ✓ Clear goals
- ✓ Actionable items
- ✓ Staff and executive leadership support





## 6. CONDUCT A SELF ASSESSMENT

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- ✓ Measure team effectiveness
  - Working as a team?
  - How are the committees functioning?
  - Do you work with the staff as a team?
  
- ✓ Recognize personal contributions
  - Are you reaching your personal goals?
  - Are you proud of your contributions?
  - Have you made a difference?
  
- ✓ Do you have the tools and information necessary to be successful?

## 7. CELEBRATE SUCCESSES

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- ✓ Development task force chair reports out successes
- ✓ Share individual and group accomplishments and progress
- ✓ Open discussion:
  - What is positive/working?
  - What are the challenges?



## 8. FOCUS ON FRIEND-RAISING

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- ✓ Help acquire new money and resources
- ✓ Be active in the community
- ✓ Create a buzz—tell the story and share the vision
- ✓ Engage with friends and volunteers to help in different ways
- ✓ Capitalize on every opportunity to connect a new friend or potential supporter with the organization



## 9. COMMUNICATE EFFECTIVELY

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- ✓ Understand the space in the sector (healthcare, education, etc.)
- ✓ Know the answer to **why** the community should care that your organization exists
- ✓ Be clear about the reason for your commitment to the organization
- ✓ Have three impact statements/stories ready to share



## 10. INVEST

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- ✓ Shows confidence and commitment
- ✓ Facilitates valuable introductions
- ✓ Helps negotiate successful funding



# A FEW LAST THOUGHTS

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- ✓ Do not expect anyone to be responsible for your success
- ✓ Make and keep clear agreements
- ✓ Use communication to establish a common ground to understand different points of view
- ✓ Create a mutually, collaborative agreements or plans
- ✓ Approach your relationships as learning experiences
- ✓ Review expectations. Try to be as clear as you can about any expectations
- ✓ Be appreciative
- ✓ Spend some quality time together.
- ✓ Laugh!

# QUESTIONS AND DISCUSSION

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