



FREE MONEY!

(just kidding)

Learning Goals



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4 Fundraising Take Aways

- Even though it's scary, it's your job.
- Figure out your fundraising FIT!
- Fall in love with the work.
- Focus on relationships.

Becoming a Fundraiser



- Fundraising can be a SCARY thing...
 - But in truth, anyone can become part of the fundraising process!
 - ✦ Many roles for varied personality types
 - ✦ Boards are responsible for fundraising, even if its uncomfortable!



Soliciting the Gift



Rules of Responsibility for the Board

- Rule 1: The board is ultimately responsible for all fundraising and does not pass the buck.
- Rule 2: The board needs strong staff support.
- Rule 3: Fundraising is a partnership of board & staff. (Golden rule!)



The Board & Fundraising



#TRUTH

- Fundraising is the responsibility of the board. They hire staff to help coordinate, inform, and execute **THEIR** efforts.
- Boards cannot delegate **THEIR** responsibility for ensuring that the organization has the resources it needs to carry out its mission.

Becoming a Fundraiser



Like the mythical unicorn...



WE

WE

There's no magic "they" who will save us and pay all our organizational bills! The board is at the center of the "WE" and has the power to make campaigns successful.

The Board & Fundraising



Where do you FIT?

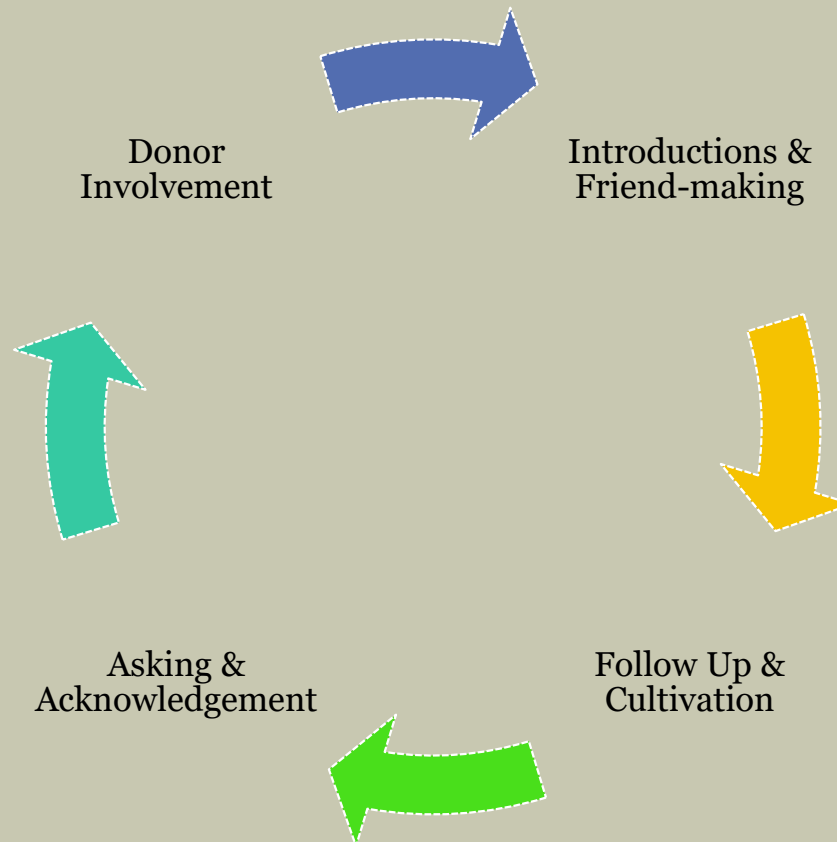
- Make a personal contribution
- Be an ambassador
- Find prospects & make asks
- Make connections
- Thank donors—all the time

Not every board member is comfortable in every role, but there is a job for each of you in the fundraising process!

Becoming a Fundraiser



The Fundraising Cycle



The Passion Pitch



In this exercise you will get to tell your OWN story.

Exercise Parameters:

1. Take a moment to think about what you would say if someone asked you why you care enough to serve on this board. If you ran into someone at work or socially, what would you say? What speaks to you deeply about our work? Take a few moments to write yourself a few notes.
2. Once you've collected your notes, everyone in the room will turn to the person next to them and in 45 seconds, tell them why you serve your organization.

People Give to People



As of data available in 2017, **55%** of American households say that they give to charity.

Why?

- Someone they trust asked them to!
- They believe the money will be used well.
- Personal connection to the cause.
- It makes them feel good!

TRUST

ALTRUISM

SOCIAL

EGOISM

Wrap Up



- Board members are incredibly valuable assets to nonprofits. Fundraising board members are **EVEN MORE VALUABLE**.
- Fundraising is not an optional part of your job, it's the most important part of your job.
- Everyone can play a role in providing support for the organization, it's about finding your passion and connecting people to theirs—making impact happen for the organization you love.
- Don't be scared! Have fun and enjoy what you do!

THANK YOU!