





fundraising training tips

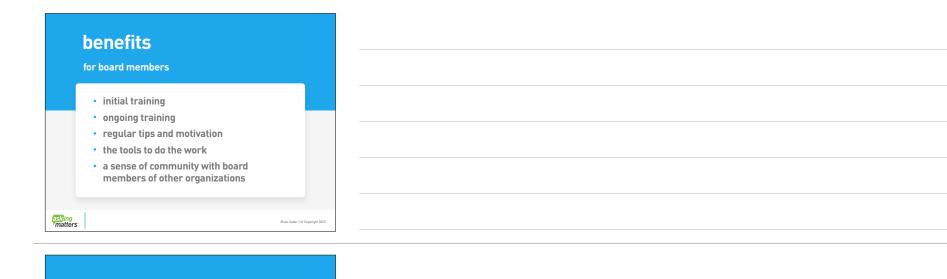
• story is most important

asking matters

- people learn in different ways
- focus on the entire donor cycle
- repetition and reinforcement pay off
- board members must advocate for it

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	benefits			
	step-by-step planning and direction	assistance in teaching board members	resources at your fingertips	
	a way to get help when you're stuck	that outside voice to underscore best practices	a community of similar folks	
<mark>ask</mark> jing Vmatters	5		Brian Sabar © Coj	ayright 2023



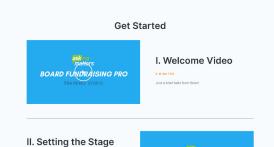


BOARD FUNDRAISING PRO

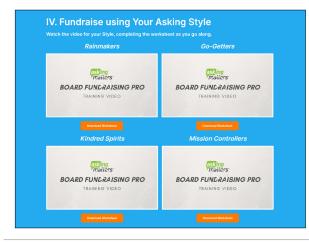
Welcome Visual Arts Center of New Jersey Board Members!

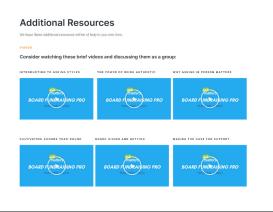
van on hypol for investing your rinnen occorring an elective ambassion undraiser for the Visual Arts Center of New Jersey. Ne are here to help you focus your efforts on building strategic relationship ead to a large base of committed, long-term donors.



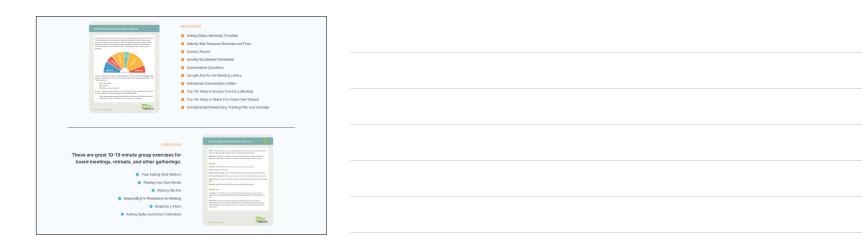


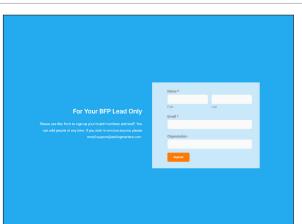
Fundraising training starts with understanding what it's all about and why we do it. Here we cover your mindset about both money and phlanthropy, why outwating and asking makes such an impact, and best practices for board member BOARD FUNDRAISING PRO



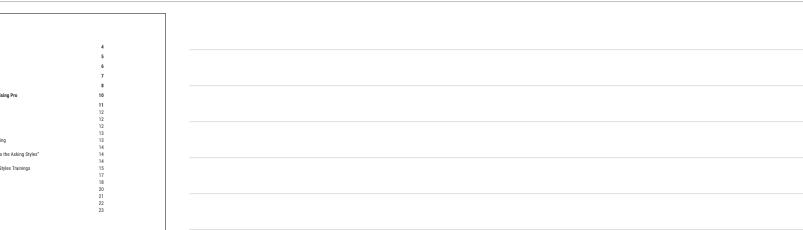












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II. Setting the Stage

X minutes + worksheet

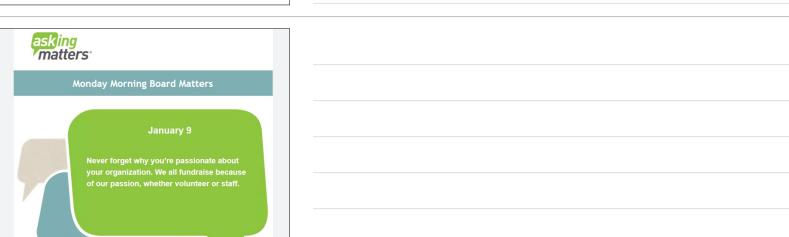
This video covers mindset about money versus philanthropy, why asking matters, and best practices for board fundraising (and giving). You might assign the whole video but discuss each of the three sections separately, or you might carve out time (generally a full hour or more) to discuss them all at once.

Discussion:

Before diving into the content, go around the room (or screen) and ask everyone why they are passionate about your organization. At the end of the day, we want our board members to help fundraise because they're passionate about the organization... not because it's an obligation of board membership.

Mindset

I always start training by talking about mindset. What is our mindset as a fundraiser versus our mindset as a donor? We often bring complicated stories about money to the table, yet our donors are there thinking of generosity and philanthropy.



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