

BOARD

FUNDRAISING

PRO


asking
matters

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presented by

Brian Saber

president,
asking matters



asking
matters

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fundraising training tips

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

benefits

for staff

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


benefits

for board members

- initial training
- ongoing training
- regular tips and motivation
- the tools to do the work
- a sense of community with board members of other organizations



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BOARD FUNDRAISING PRO

Welcome Visual Arts Center of New Jersey Board Members!


Hats off to you for investing your time in becoming an effective ambassador and fundraiser for the Visual Arts Center of New Jersey.

We are here to help you focus your efforts on building strategic relationships that lead to a large base of committed, long-term donors.

It's not about fitting up everyone you know for a gift, and it's not even about every board member asking for gifts. It's about everyone being involved in the process, putting their best foot forward with skillful communication and telling a compelling story about the work you so deeply believe in.



Get Started



I. Welcome Video


9 MINUTES


Just a brief hello from Brian!

II. Setting the Stage

26 MINUTES • WORKSHEET

Fundraising training starts with understanding what it's all about and why we do it. Here we cover your mission about both money and philanthropy, why cultivating and asking makes such an impact, and best practices for board member




BOARD FUNDRAISING PRO
TRAINING VIDEO

III. Intro to Asking Styles

7 MINUTES

Learn how the Asking Styles were developed, the key traits of each, and two examples of how they impact our fundraising. After watching the video, take the quiz below to find out your Primary and Secondary Asking Style.

Find Your Asking Style

3 MINUTES


Take the 30-question, true/false Asking Styles quiz and check your email for results.

Take The Quiz

IV. Fundraise using Your Asking Style


Watch the video for your Style, completing the worksheet as you go along.

Rainmakers


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Download Worksheet

Go-Getters


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Download Worksheet

Kindred Spirits


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Mission Controllers


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Download Worksheet

Additional Resources

We hope these additional resources will be of help to you over time.

VIDEOS

Consider watching these brief videos and discussing them as a group:

INTRODUCTION TO ASKING STYLES

THE POWER OF BEING AUTHENTIC

WHY ASKING IN PERSON MATTERS

CULTIVATING DONORS YEAR-ROUND

BOARD GIVING AND GETTING

MAKING THE CASE FOR SUPPORT



- RESOURCES**
- Asking Styles Namingtag Template
 - Side by Side Resource Development Form
 - Contact Report
 - Activity/Excitement Worksheet
 - Conversation Questions
 - Sample Ask for the Meeting Letters
 - Intentional Conversation Outline
 - Top Ten Ways to Ensure You Get a Meeting
 - Top Ten Ways to Make Your Donor Feel Special
 - Sample Board Fundraising Training Plan and Calendar

EXERCISES

These are great 10-15 minute group exercises for board meetings, retreats, and other gatherings:

- Your Asking Style Matters
- Finding Your Own Words
- Making the Ask
- Responding to Resistance to Meeting
- Board as a Team
- Asking Styles and Donor Cultivation



For Your BFP Lead Only

Please use this form to sign up your board members and staff. You can add people at any time. If you wish to remove anyone, please email support@askingmatters.com.

First Name *

Last Name *

Email *

Organization

Submit

Table of Contents

Introduction	4
1. Familiarize Yourself	5
2. Figure Out Who Gets Trained	6
3. Build a Leadership Team	7
4. Make a Plan	8
5. Introduce Everyone to Board Fundraising Pro	10
6. Start Training – The Curriculum	11
I. Welcome Video	12
II. Setting the Stage	12
Mindset	12
Why Cultivating & Asking Matter	13
Best Practices in Board Fundraising	13
III. The Asking Styles	14
Step 1: Watch “An Introduction to the Asking Styles”	14
Step 2: Take the Quiz	14
Step 3: Watch Individual Asking Styles Trainings	15
Select Prospects	17
Tell Your Compelling Story	18
Cultivate Donors Year-Round	20
Set Up Meetings	21
Have Intentional Meetings	22
Wrap Up and Next Steps	23

7. Ongoing	24
Focus on Fundraising at Every Board Meeting	24
Highlight Great Material from the Field	24
Ask Board Members to Rate Prospects	24
8. Communications from Us	26
Monday Morning Board Matters	26
Board Fundraising Newsletter	26
Special Webinars	26
9. Getting Help from Us	27
10. Onboarding New Members	27
11. Additional Resources	28
Materials	28
Additional Exercises	28
Appendix A	29
4-Hour Board Retreat Agenda	29
Appendix B	31
Sample Board Fundraising Plan	31
Appendix C	33
Board Fundraising Training Calendar	33
Appendix D	35
Sample Introductory Email to Your Board Members	35

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.



Monday Morning Board Matters

January 9

Never forget why you're passionate about your organization. We all fundraise because of our passion, whether volunteer or staff.

choose your tier

silver

- Customized landing page with training videos & resources
- Extensive Guidebook
- Monthly newsletter for everyone
- Weekly inspiration for everyone
- Quarterly webinars for board members
- Membership in private BFP Leaders LinkedIn Group
- No contract, cancel any time
- \$500 set-up fee
- \$129/mo through Feb 1

gold

- All Board Fundraising Pro Silver benefits plus...
- Monthly one-hour coaching call with Brian Saber for you and/or your Board Training Team
- Direct email to Brian with any questions
- Minimum 6-month contract
- no set-up fee
- \$500/mo

platinum

- All Board Fundraising Pro Gold benefits plus...
- Initial training for your board, led by Brian Saber, either in-person or virtually
- One-time fee includes 6 months of Board Fundraising Pro Gold
- reach out for prices

through January 24

\$250 off

silver250

gold250

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