

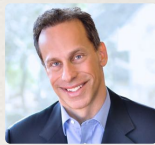
Get Your Board on Board to Fundraise



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presented by

Brian Saber
president,
asking matters



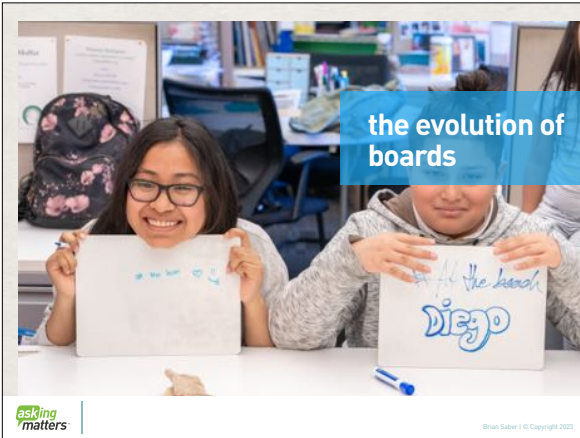
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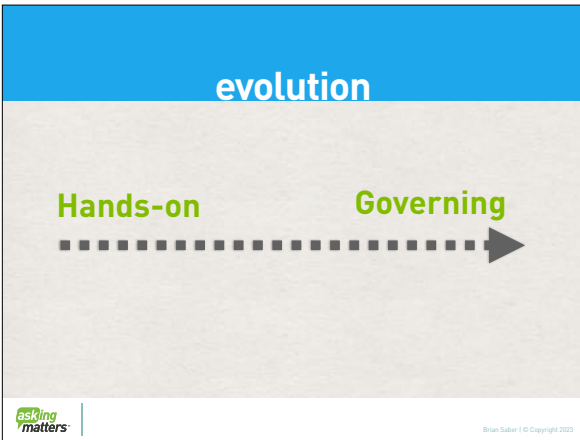
agenda

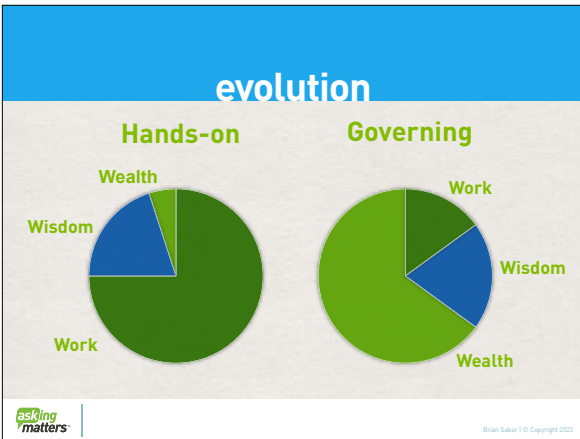
- evolution of boards
- the resistance to fundraising
- the importance of training
- top five training tips
- overcoming resistance to training
- next steps
- questions



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evolution

Board Operations

Hands-on

Governing

- supports a founding leader or group
- does everything
- committee of the whole

- more of the management role shifts to ED/staff
- board relies on the ED for financial management and programmatic leadership
- division of labor into committees

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evolution

Board Composition

Hands-on

Governing

- friends & family
- “band of warriors”
- strong personal commitment to the founder

- broad range of professionals with specific talents
- large donors
- strong personal commitment to the mission

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evolution

Board Fundraising Role

Hands-on

Governing

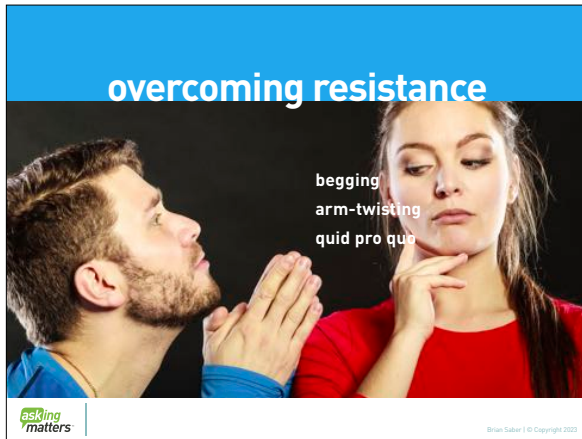
- ask everyone you know for help
- run numerous small fundraising events
- may or may not give personal gifts

- provide fundraising oversight
- make significant gifts
- cultivate and solicit major donors

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best practices



best practices

everyone must
help cultivate relationships

best practices

everyone must
ask for something

best practices

some (hopefully most) will
ask for gifts



training

most board members don't know
how to fundraise

training

what training do they need

crafting their unique case for support

understanding the basics of the cultivation
and asking process

opening the door

asking good questions

dealing with no's and maybe's

training

fundraising training is an
ongoing practice
throughout the year

top 5 training tips

start with story



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donor cycle



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asking styles

fact based
goal oriented
strategic
competitive
driven



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brainstorming



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how to open doors



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overcoming resistance to training

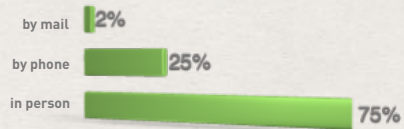


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why asking matters

asking in person is the most effective fundraising you can do...



Kent Dore, Indiana University Foundation

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why asking matters

3 out of 4
asks result in a gift

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why asking matters



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giving

\$485 billion

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giving

2021 charitable giving

corporations 4.3%

bequests 9.5%

foundations 18.7%

individuals 67.5%

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next steps

board fundraising pro

through March 15

\$250 off

silver250

gold250



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questions?




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