

Reaching Your Board Fundraising Goals This Year



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presented by

Brian Saber
president,
asking matters



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agenda

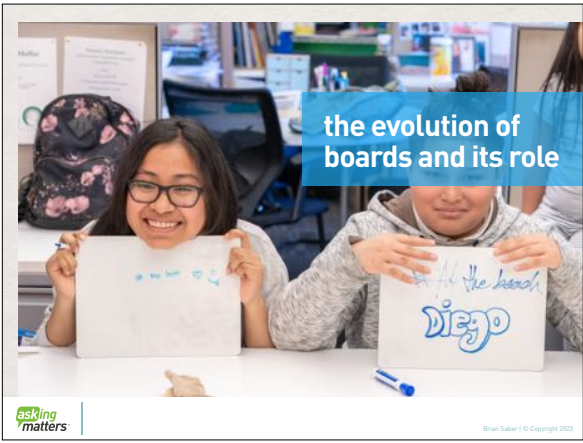
- involving the board strategically in the organization
- evolution of boards and its role
- the importance of their fundraising
- the importance of training
- top five training tips
- next steps
- questions



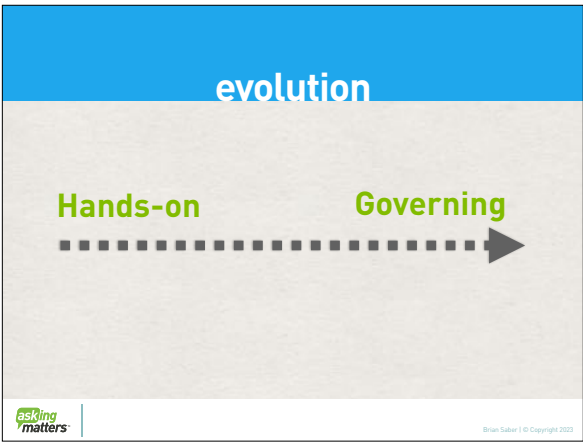
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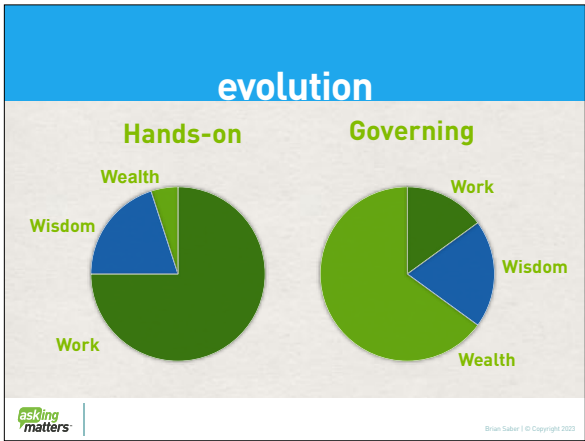


involving the board strategically



the evolution of boards and its role







best practices

everyone must
help cultivate relationships

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best practices


everyone must
ask for something

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best practices

some (hopefully most) will
ask for gifts

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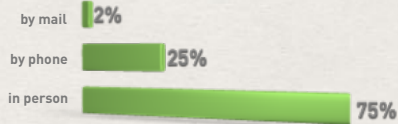


**the importance of
their fundraising**

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why asking matters

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



Kent Owe, 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

Category	Percentage
individuals	67.5%
foundations	18.7%
bequests	9.5%
corporations	4.3%

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why asking matters



the resistance to fundraising



overcoming resistance



overcoming resistance

4

best practices



the importance of training



training

most board members don't know

how to fundraise

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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

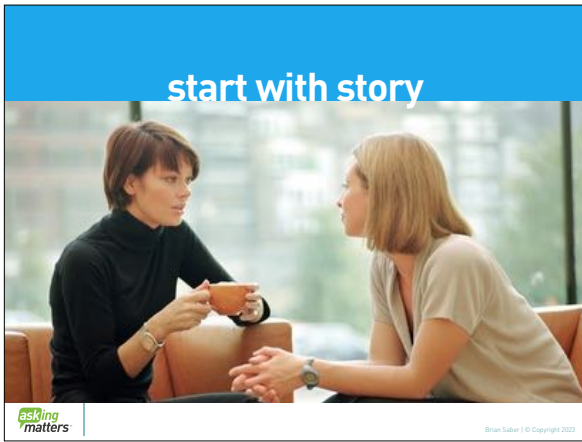
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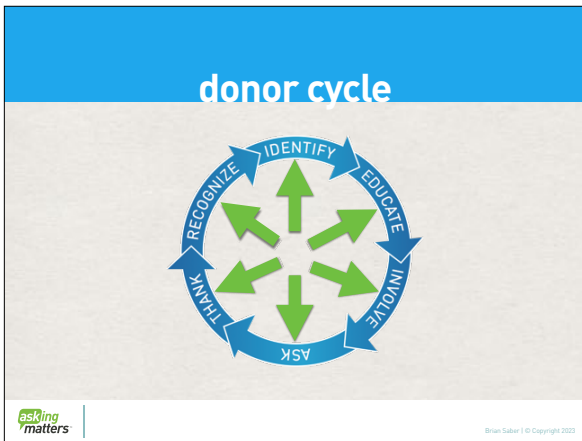
training

fundraising training is an ongoing practice throughout the year

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asking styles

fact based
goal oriented
strategic
competitive
driven



rainmaker

EXTROVERT



go-getter

big picture
high energy
creative
quick
engaging

ANALYTIC

INTUITIVE

detailed
thorough
methodical
responsible
observant



mission controller

INTROVERT



kindred spirit

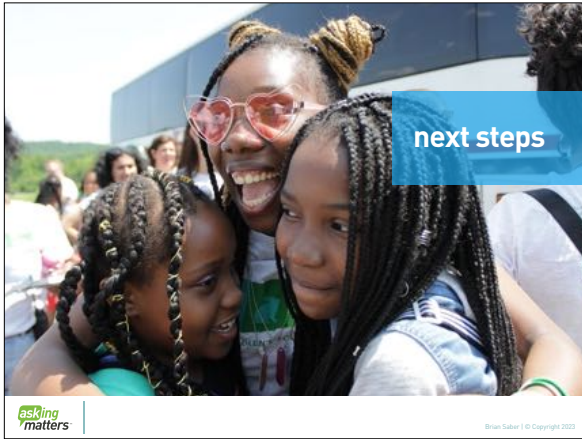
feelings oriented
attentive
caring
thoughtful
selfless

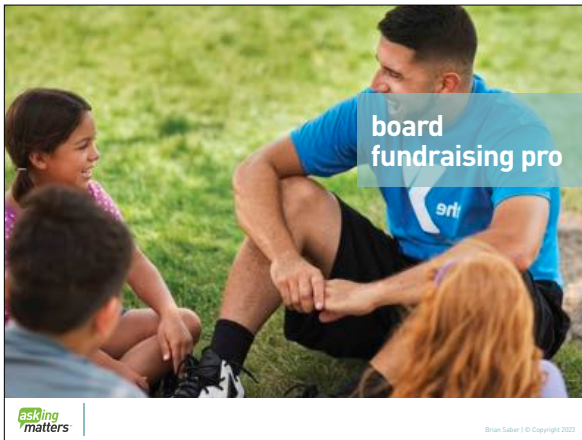
brainstorming

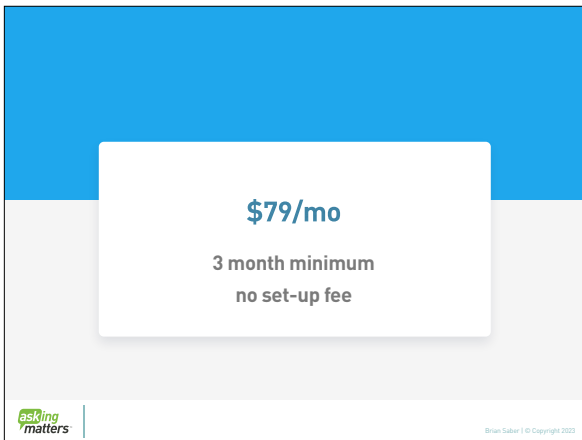


how to open doors












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questions?



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