



FOOD FOR THOUGHT

for Nonprofit Board Members

January 2020 Topic: What??? You Want Me to Fundraise TOO?

1. Donor Motivation: Why Do & Don't People Give \$\$\$?

☐ 7 Faces of Philanthropy

2. Big \$\$\$ Board Fundraising Roles

☐ Ambassador to Steward Continuum



BOARD DUTIES

- 1-Ensure Legal & Ethical Integrity
- 2-Build a Competent Board
- 3-Determine Mission & Purpose
- 4-Ensure Effective Planning
- 5-Monitor & Strengthen Programs & Services
- 6-Protect Assets & Provide Financial Oversight
- 7-Ensure Adequate Financial Resources
- 8-Enhance the Organization's Public Standing
- 9-Select, Support & Evaluate the Chief Executive



(Board Source, Washington DC)



WHY DO PEOPLE GIVE?

When you've been asked for a charitable donation:

Why Did You Say **Yes**?

Why Did You Say **No**?

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*Real No
Time Fix
Org Fix*

WHY DO PEOPLE GIVE?

RELATIONSHIP + MISSION + IMPACT

People give to **people**

+

People give to **causes they believe in**

+

Most major donors tend to look closely at organizational
leadership & outcomes



7 FACES OF PHILANTHROPY

Researchers: Russ A. Prince and Karen M. File

Where Do You See Your Face? Your Donors' Faces?



The Communitarian **Doing Good Makes Sense**

If I'm going to help someone, it's sure going to be my neighbors. We've got to stick together and make life for everyone here in the community just a little bit better.

The Devout **Doing Good is God's Will**

Thanks to the Almighty, I have the means to improve the lives of others. I believe God intends for me to help the deserving, those less fortunate than myself.



The Investor **Doing Good is Good Business**

Giving only makes sense when everyone comes out winning. If I don't consider the financial repercussions of giving, my charitable relationships will not be very strong for very long.



7 FACES OF PHILANTHROPY



The Socialite

Doing Good is Fun

We all get together, my friends and I, to raise money for charity. When one of us decides to help a charity, that charity gets all of us. It's a group effort.



The Repayer

Doing Good in Return

I am very successful, but never into giving to charity before. After I found out someone in my family had received services from your organization, I began to make gifts to help other people like my family was helped.



The Altruist

Doing Good Feels Right

For me to continue to grow as a compassionate person requires that I care. Philanthropy is a process of personal development and a way to move things forward.



The Dynast

Doing Good is a Family Tradition

Charity is always what my family did. We just all grew up with discussions about it, with going to charity affairs, with people interested in community issues.

FUNDRAISING ROLES:

Ambassador to Steward Continuum

- **Major gift solicitors are made, not born, to the role.** For most people, asking other people to part with their money is difficult at best. Practice helps. Passion is key.
- Developing and sustaining major donors is a circular process that is **ongoing & regenerating**.
- The majority of the nonprofit-donor relationship has **nothing** to do with actually asking for money.
- Here are 6 ways that Board Members help develop enthusiastic donors for nonprofits:

#1-BE A DONOR

Make your own **stretch gift**. It confirms your own commitment and confidently helps you convey worlds of commitment to others.



#2-BE AN AMBASSADOR:

Ambassadors **naturally talk about our nonprofit** wherever they go. To be a good ambassador:

- Understand and overcome your own roadblocks to talking about our nonprofit.
- Think of past opportunities you have had to talk about our nonprofit.
- Observe good ambassadors in action.
- Identify situations where you can share your personal feelings about our cause.
- Select potential donors to talk with about our nonprofit.
- Practice! Practice! Practice! Talk about our nonprofit...
 - ☐ at home
 - ☐ at work
 - ☐ with close friends
 - ☐ with strangers



FUNDRAISING ROLES:

Ambassador to Steward Continuum

#3-BE A SLEUTH



A sleuth is always looking for potential donors to the nonprofit.

ACTIVE sleuths find out, when talking with another person, if they are open to the possibility of learning more about our nonprofit.

QUIET sleuths explore, through third party means, viable prospects for our organization.

To be a good Sleuth:

- Know what kinds of people our nonprofit aims to **develop partnerships** with.
- **Test** if someone is given to philanthropy by recounting a personally fulfilling experience with our nonprofit, as a lead in to evoking a parallel feeling from the prospect about a nonprofit of their choice. Establish common ground about the satisfaction of participating as a volunteer.
- Tell the prospect that you would like to put their name on our **nonprofit's mailing list**. Ask if they would like to come **visit our nonprofit** at some point.
- Ask people who know our nonprofit to **suggest other individuals** who might be interested in us.
- **Look for leads** in the press, social media, and other nonprofits' materials.

FUNDRAISING ROLES:

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#4-BE A CULTIVATOR



A cultivator actively participates in **structured activities** that are part of our nonprofit's organized fundraising process.

Cultivation is **pre-planned and carried out explicitly over time, as a precursor to soliciting the prospect.**

It is important to plan the process with volunteer & staff leadership.

Cultivators should have:

- a list of ways to **involve the prospect** (tours, receptions, 1:1 meetings, volunteer opportunities)
- **materials** (fact sheet, annual report, event fliers)
- a **confidential prospect profile**
- **coaching sessions**, including how to communicate about major and planned gifts

#5-BE A SOLICITOR

Solicitors **ask a prospect, face-to-face, for a gift.**

Practice helps.



#6-BE A STEWARD



Stewards make sure that **care goes into sustaining and growing** partnerships with our nonprofit's donors after receipt of a gift.

This includes: follow up site visits; review of strategic plans & annual reports; formal & informal question/answer sessions.



SUMMARY:

BOARD FUNDRAISING & MAJOR DONOR GIFTS

1. Compelling Purpose

- Strong, moving **case for support** that addresses personal needs & interests
- Specific **goals**: clear understanding of what the donor is being asked to support

2. Effective Cultivation & Engagement Strategy

- Structure & methods to **promote engagement** & ownership
- Solid **plan** for meeting organizational goals & completing the defined work
- Evidence that the gift will have **impact** and be meaningful
- Opportunities for **recognition**, if desired

3. Meaningful Relationships

- Strong **leadership** (board, staff, volunteers)
- Understanding donor's **motivations** & frames of reference
- Cultivation, solicitation & stewardship by people who have **already given**, and are asking others to do the same
- Evidence of **other support**
- Avenues for involvement & **meaningful participation**

THANKS TO OUR FOOD FOR THOUGHT DISCUSSION LEADERS & PARTNERS

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HOPE TO SEE YOU NEXT TIME! PLEASE BRING BOARD FRIENDS



*Do you serve on a nonprofit board?
 Do you want to optimize your board performance?*
Join Us for Food For Thought About Nonprofit Boards

FREE! A new community service, brought to you by the
 Chester County Community Foundation & United Way of Southern Chester County

PRACTICAL • PROVOCATIVE • FUN • FOOD FOR THOUGHT

Dear Board Members:

Let's face it, navigating nonprofit board service can be tricky. On top of your day job, you've agreed to contribute your best thinking to a nonprofit. Not always easy; but usually rewarding. Join us to explore board service in more depth. RSVP or just pop in at any session that interests you. And please bring board friends.

| DATE | TIME | PLACE | FOOD FOR THOUGHT TOPICS | FOOD FOR THOUGHT LEADERS |
|-------------------|----------------|--|--|--|
| Tues., 2/11/20 | 8-9:30 a.m. | The Market at Liberty Place, Kennett Square | Board Legal Duties & Avoiding Liability | Peter Temple Esq. |
| | 5-6:30 p.m. | | | Don Lynn Esq. |
| Tues., 4/14/20 | 8-9:30 a.m. | | What Are Organizational Life Cycles? | Krystine Sipple, CFRE & Lauren Harrell, CPA |
| | 5-6:30 p.m. | | How Do They Impact Boards? How Do We Plan for Leadership Succession of Staff & Board? | Sonia Stamm & Krystine Sipple, CFRE |
| Tues., 6/9/20 | 8-9:30 a.m. | | Board Self-Assessment & CEO Appraisals Governance Is Not Management, So What Is It? | Connie Carter & Krystine Sipple, CFRE |
| | 5-6:30 p.m. | | | Karen Simmons & Krystine Sipple, CFRE |

SAVE YOUR PLACE!
 RSVP to steph@chescofcf.org (610) 696-0501
 Stephenie Stevens, Community Engagement, Community Foundation

