

THE BOARD'S REAL ROLE IN FUNDRAISING



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BOARD RESPONSIBILITIES

1. Ensure Legal & Ethical Integrity
2. Build a Competent Board
3. Determine Mission, Vision & Purpose
Ensure Effective Planning
Monitor Program & Service Quality
4. Protect Assets, Manage Resources
Wisely & Ensure Fiscal Oversight
5. Ensure Adequate Resources
6. Enhance the Nonprofit's Public Standing
7. Hire, Support, Monitor & Evaluate
the Chief Executive



STEPS IN DEVELOPING A FUNDRAISING PLAN

- i. *Fundraising Self-Assessment Audit*
- ii. Prioritize organizational needs (via npo strategic plan)
 1. Prioritize funding needs & clarify the case for donating
 2. Identify target donor constituencies for each funding need, along with strategies to raise funds from each constituency
 3. Compile into development plan document; gain approvals
 4. Implement, review, evaluate, update



STEP #1: PRIORITIZE FUNDING NEEDS & CLARIFY THE CASE FOR DONATING

Offer donors a buffet of options, so they can select what's right for them

1. What's the **need** to be met?

... clear understanding of what the donor is being asked to support

2. Why is it **important** to the world?

... strong & moving case for support

3. **How** is our nonprofit going to meet the need?

...solid plan for meeting goals

4. How much will it **cost**?

...cost/benefit, amongst other priorities

5. **Who else** is involved?

...evidence of other support ... sense of leadership

6. What do you need from **me, the donor**?

...how do I fit in?

7. What's **in it for me, the donor**?

...avenues for meaningful involvement, participation, recognition/anonymity as desired

8. **How will we know** when we've accomplished what we aim to do?

...sense of impact



STEP #2: IDENTIFY TARGET MARKETS & APPROACHES



Target Markets

- Geography
- Age
- Income/wealth
- Psychographics
- Closeness to cause
- Introducer/door opener
- Asker

SOURCES

- Individual gifts
- Foundation grants
- Corporate sponsors
- Government funding

Gift Size

- Large \$\$\$\$
- Medium \$\$\$
- Small \$\$
- Very Small \$

Approaches

- Large group
- Medium group
- Small group
- Individual meeting

- Social media
- Event in person
- E-mail, text
- Mail
bulk, personalized, handwritten
- Talk by phone
1:1, phon-a-thon, paid solicitor
- Meet in person

The Donor Pyramid



STEP #3: COMPILE DEVELOPMENT PLAN DOCUMENT

ACTION OUTLINE

- Tactics
- Due Dates
- Assignments

GOALS

- Number of prospects
- Number of donors/participants
- Number of gifts/participants
- Number of dollars



STEP #4: IMPLEMENT, REVIEW, EVALUATE & UPDATE

Raising funds is NOT enough.....

Ascertain fund-raising results

Compare actual result\$ to goal\$

What worked?

What didn't work?

Revise & update plans

Ascertain friend-raising results

Relational, not transactional

The ultimate aim is to deepen supportive relationships

Aim is not just raising money for today's needs.
Aim is cultivating supportive partners for the long-term



KEYS TO SUCCESSFUL INDIVIDUAL DONOR FUNDRAISING

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
- Solid **plan** for meeting goals & completing the defined work
- Evidence that the gift will have meaningful **impact**

2. MEANINGFUL CULTIVATION & RELATIONSHIP DEVELOPMENT

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

