

BOARD FUNDRAISING EXPECTATIONS

MAKE A GIFT

Board Source advises that, “One of the least time-intensive, and most impactful ways board members can participate in fundraising is by making a donation.”¹

The Potter League relies on support from its Board of Directors. Every member of the Board is asked to make a gift annually and make the Potter League a personal giving priority.

The amount of the gift is not as important as it is to make a stretch gift within your means.

The CEO/Development staff / Development Committee Chair will sit down with each Board Member individually on an annual or biennial basis to discuss roles and responsibilities including how each Board Member would like to financially support the Potter League. Every Board Member will be invited to fill in a pledge form stating a range of their expected annual contribution.

Every Board Member will have the option of making one annual gift up front or spreading out their gift throughout the year by supporting events and fundraising drives as they arise. (There may be exceptions to the Annual Gift for emergencies such as the gas outage of 2019 and the costs associated with the unanticipated surge in pet housing needs.)

To inform their gift for the coming fiscal year, each Board Member will be provided with an annual statement by the Development Staff of last year’s financial contributions to the Potter League including events, donations and sponsorships.

It is important for each Board Member to contribute to the Potter League if they are asking others to do the same.

MAKE AN “ASK”

Fundraising in coordination with the Development Staff is a core responsibility of Board members.

Each Board Member has unique talents that they can put to use as an ambassador for the Potter League. Ways in which each Board Member can participate in fundraising are to:

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- Provide names of potential donors
- Write or sign fundraising letters
- Accompany the CEO on donor and foundation visits
- Make the ask yourself in coordination with the Development staff

OTHER WAYS TO PARTICIPATE (IF YOU ARE NOT COMFORTABLE WITH THE “ASK”)

- Advocate for the organization by sharing its mission and why it is personally important
- Attend board training opportunities related to fundraising
- Participate in board discussions to assist in developing and evaluating the organization’s fundraising strategy
- Identify and evaluate prospects
- Thank donors for their gifts
- Attend and invite guests to fundraising events, donate auction items
- Cultivate gifts by discussing organization’s work and successes with colleagues, and inform the necessary individuals (board chair, development committee, etc.) about potential donors’ levels of interest
- Host fundraising events
- Participate in face-to-face meetings with staff members and potential donors²