



Potter League *Enriching Lives*

Board Members as Fundraisers

A critical role for trustees to play in development/fundraisers is as *friendraisers*. Connecting with, cultivating and stewarding targeted individuals who have a potential alignment with the mission, philosophy and vision.

They do this by:

- NETWORKING—Keeping ears and eyes open to those they meet and building connections for the shelter when appropriate. Sharing the names of these people with Development staff and committees.
- CHEERLEADING—Sharing their passion and commitment to the organizations with those they meet
- CULTIVATING AND STEWARDING—Working with Board and staff development teams to reach out to those already part of the organization family and deepening their connection with the organization

“If 90 percent of fundraising is preparation and 10 percent is asking, that 90 percent is actually development: the process by which an institution creates a favorable fundraising climate. Fundraising is the act of inviting the gift. ... The development staff must find ways to involve trustees beyond the scope of regular meetings and occasional events, without overtaxing them; energize trustees and promote effective relationships between them and the constituency; and engage trustees in development, as well as fundraising. Contact information must be provided before meetings, small lunches, and personal visits—helping trustees to see that these activities further long-term donor development that leads to short-term fundraising. To accomplish this, trustees and staff need shared perspectives on the institution, potential donors, and trustees’ personal understanding and motives. Everyone must be dedicated to nurturing potential donors in manifold ways. Equally important, the institution must be dedicated to nurturing trustees. Great development programs secure trustee leadership that is truly sold on the cause and encourage trustees to maintain that wholehearted commitment to the institution over the long haul.”

Donald E. Craig & Associates, Inc., in Williamsburg, Virginia, is a full-service development consulting firm.

Board Members can support their organization's fundraising efforts through these tasks.

1. *Making friends for your organization* means talking about it. "When everybody in the community is talking about your project, fundraising then becomes a natural outgrowth of all the energy and enthusiasm generated for your cause."
2. *Identifying your organization's VIP friends* involves networking with leaders in your community. "When trustees tackle this job, they naturally begin considering who knows these people and how to open the door to them."
3. *Opening the door with "advice visits"* is a one-on-one conversation, perhaps over lunch, that is in reality a treasure hunt. "If you want money, ask for advice. . . You would be surprised at the number of doors that will open if you just ask for advice."
4. *Gathering friends with small socials* cultivates new "friends" and gets them "fired up" about your organization. Brief formal presentations are good and follow-up contact is essential.
5. *Becoming a tour guide* takes those new prospect-friends and introduces them to all that your organization has to offer – and also what it would like to do.
6. *Acknowledging donors* means picking up the phone. "Donors who receive phone calls from board members invariably tend to give larger gifts the next time." The Development Committee might follow up with small questionnaires or checklists (a post card would do it) asking prospects how/if they would like to be involved: mailing list, hosting events, contributing, volunteering, other.

guidestar.org: "No-Ask Fundraising: Six High-Impact Jobs for Board Members."

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