



Tips for Engaging Board Members in Fundraising

Whether you are an Executive Director, Development Director or Board Chair, this list of tips will support you with engaging your whole board in fundraising.

- **Asking for a donation is not begging.** Help your board members understand that asking for support is providing a venue for people to give back to the community, to share in the good work of the organization and to partner with them in a worthy endeavor.
- **Set the expectation that all board members donate to the organization.** Be flexible. If there are low income clients on your board, they should not be expected to give at the same level as professionals.
- **It is easier for board members to ask others to join in supporting an organization if they have personally given.**
- **Educate your board on the need.** Provide a concise case statement.
- **Help your board members understand the work of your organization and the impact.** Bring a client or program manager to board meetings to speak about the work of the organization.
- **Educate your board on the importance of fundraising.** Help them understand that approximately 80% of all funding for nonprofits comes from private donors (Giving USA Highlights 2014).
- **Provide your board with quick facts about the issue and effectiveness of the organization -** materials that have the case or needs statement.
- **Have board members thank donors:**
 - Do a thank-a-thon, calling donors to thank them for their donation, give a quick example of what was accomplished, no ask involved.
 - Have board members write a personal thank you to donors.
 - Let board members know who the donors are, so if they see them in a social situation, they can thank them and know they share an interest in the organization.
- **Go with a board member to meet with a prospective donor** (Executive Director or Development Director).
- **Have a board member join you and a prospective donor for an agency tour** (if appropriate).



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- **Ask board members to make a presentation and ask to their service clubs** (Rotary, Civitan, Kiwanis, etc.) and provide them with materials and information.
- **Ask board members to reach out to their social media connections to participate in fundraisers and fundraising campaigns.**
- **Set the expectation that board members will participate in fundraising events:** buy tickets, invite prospective donors, volunteer time, etc.
- **Have a board member job description that outlines the fundraising expectations.**
- **Have each board member sign a commitment to serve** that lists the actions they agree to take that year.
- **Educate board members on your organization's gift acceptance policies.**
- **Check out our [Board Development](#) and [Fundraising](#) resources** for sample board member job descriptions, commitment to serve and sample gift acceptance policies.
- **Watch [Myths and Realities of the Board's Role in Fundraising](#)** presented by the Center for Nonprofit Excellence, special thanks to Daniels Fund.
 - **Have a discussion with your board after viewing the webinar.**