

## FUND RAISING and the NONPROFIT BOARD MEMBER

One of the hardest tasks a nonprofit organization faces is securing the necessary funding to support the growth of the organization. Participation of the board of directors in fundraising efforts is vital to the ongoing viability and stability of the organization.

**PRINCIPLE #1 The board alone is ultimately responsible for attracting funding resources to ensure the financial viability of the organization and its programs.**

**PRINCIPLE #2 Asking for and giving money are natural processes . . . and need not be viewed as something to be avoided.**

- a. People give money because they want to
- b. People don't give unless they are asked
- c. People give to people, not to causes
- d. The most powerful motive is to make a change for the good
- e. People give money to success . . . not to distress

**PRINCIPLE #3 Board members should help in preparing the "case," which is the rationale for supporting the organization, and be able to explain the case persuasively to prospective donors.**

**PRINCIPLE #4 Every board member can do something useful to support the fundraising effort, employing his or her own skills and interests.**

To help their organization raise money, board members can roll up their sleeves and help in the following ways:

- a. Submit names and likely prospects for mailing lists
- b. Give personal attention to donors in annual appeals
- c. Identify the prospects for major gifts – the right person to ask, for the right amount, for the right reasons, at the right time in the right way.
- d. Cultivation – inviting a prospect to an event or social gathering to let them know about the organization.
- e. Personal contact in corporate giving campaign:
  - Accompany a member visiting a donor
  - Personal note in support of a request

**PRINCIPLE #5 It is the responsibility of board and executive leadership to motivate and equip board members to become active in fundraising.**