

Board Fundraising Participation Guide – The AAA Model

Disclaimer: *This document is not intended as legal advice. Your organizational goals, purpose, bylaws, and values should drive the creation of this document.*

The board and staff often don't know where to start when engaging the board in fundraising and development work. The goal is to find areas of service where each board member can participate within their comfort zone and time availability. The AAA model of participation was originally developed by Kay Sprinkle Grace. This example builds on her ideas, and there are many other options your organization can also add that reflect the culture and values of your organization. This tool can indicate where training and support are needed to help the team succeed. The options should be based on each organization's fundraising plan, organizational culture, and values. The goal is not to get everyone to do the same thing, but to help each person find the way they can contribute to the overall success together.

Ambassadors

*Great
Listeners*

- A role everyone can (and should) play
- Leading role in relationship building with prospective donors and stewardship of continuing donor-investors
- Well-oriented and coached in the message and the facts (case statement)
- Passionate storytellers
- Catalysts for donor-engagement renewal

Advocates

- At the grocery store or a hockey game—these individuals are strategic in their information-sharing
- Can also advocate for your organization on a more formal basis with the government, another organization with which you are partnering, or an institutional funder
- Are informed not only of the case for support, but also are well integrated into your strategic plan and vision
- Coached on the desired results of the advocacy
- Able to handle objections

Askers

*Passionate
Great
Listeners*

- Enjoy asking for the cause
- Well-informed, well-trained
- “Matched” with prospective donors or current donors for maximum possibility of success
- Teamed with another board or staff leader
- Staff organizes the ask so the Asker's focus can be on the single purpose of getting (or renewing) the gift in a way that builds the relationship
- Benefits from the work of the Ambassadors and Advocates