

The Role of Board Members in Fundraising

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

Ways for boards to reach the goal of 100% participation

<p>As Ambassadors <i>Great Listeners</i></p>	<ul style="list-style-type: none"> • A role everyone can (and should) play • Leading role in relationship building with perspective 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
<p>As Advocates</p>	<ul style="list-style-type: none"> • At the grocery store or at a hockey game—these individuals are strategic in their information sharing • Can also advocate for your organization on a more formal basis with 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 desired results of the advocacy • Able to handle objections
<p>As Askers <i>Passionate</i> <i>Great Listeners</i></p>	<ul style="list-style-type: none"> • 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

This chart is adapted from the work of Kay Sprinkel Grace, National Fund Development Consultant, www.kaygrace.org