

Tips & Takeaways from Rachel Muir's

“Why Fundraising is the
F-Word
to Your Board & How to Fix It”

Questions to Ask Yourself About Your Board

- ◆ How many of your board members are new to being a board member?
- ◆ How often are we conducting board trainings at our organization?
- ◆ Are we setting unrealistic or unclear expectations for board members when it comes to fundraising?
- ◆ Is fundraising participation made clear in the board recruitment process, board contract, and/or made clear at board orientation?
- ◆ Are board members getting enough support?
 - + Board members are volunteers who are giving their time and expertise to you. Supporting them properly shows you value their contribution to your organization. Your board members might:
 - Be busy
 - Lack context/background of what the nonprofit does
 - Lack connection to the mission
 - Not understand nonprofits
 - Need fundraising options tailored to their particular fundraising style



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

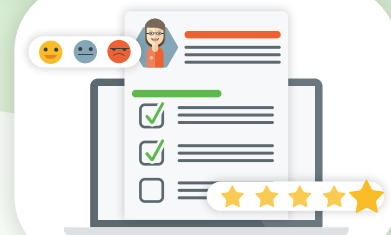
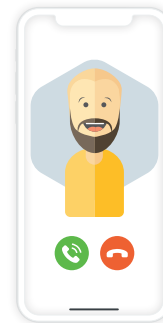
Schedule a one-to-one demo tailored to your organization's needs!

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Ways to Make Your Board Fundraising Superheroes Without Making Them Ask for Money

- Ask the board to give personally
- Call and thank donors (give them a thank-you script that's friendly and personal)
- Ask them to include your organization in their estate plan
- Have board members invite guests for a tour of your nonprofit organization
- Ask board members to host a cultivation event in their home
- Ask board members to cultivate donors (meet with, call, provide updates to 2-3 assigned donors)
- Have them take on a project to raise community awareness of your organization
- Ask them to share how money impacts the organization and those the nonprofit serves
- Request that board members share client testimonials with their network
- Ask board members to write an article on why the nonprofit's important to them



The #1 way to change the board you have is to create and implement board agreements that set clear expectations regarding board member fundraising responsibilities.

- Set board expectations and let your board know what support, training, etc. they can expect from you
- Within that board agreement, give board members a variety of fundraising tasks so they can pick and choose the tasks that appeal to them

