

growing a giving and getting board

Introduction

Having a board that both gives money to the organization and gets money for the organization are two keys to long-term fundraising success for nonprofit organizations.

Consider the following findings:

- ▶ Individuals give more to philanthropy than corporations and foundations combined. (Giving USA)
- ▶ “Historically, and still today, the most effective gift solicitation is that of a peer asking for gifts in a face-to-face solicitation. (Timothy Seller, The Center on Philanthropy at Indiana University)
- ▶ Board giving is the single most powerful predictor of overall fundraising success. Respect for the CEO is the number two driver. (June J. Bradham, Corporate Developmint)
- ▶ People that volunteer are 10 times more likely to donate money than people who don’t volunteer. Two-thirds of volunteers in the study said they give gifts to the same groups to which they volunteer. (Harris Interactive Study for the Fidelity Charitable Gift Fund as published in The Chronicle of Philanthropy)



Why Board Giving Matters

- ▶ Board giving sets a leadership example for the staff, volunteers, and other funders to follow.
- ▶ Board giving demonstrates that board service involves *time, talent, touch, and treasure*.
- ▶ Board members become more engaged and passionate about the organization as a result of their financial investment.
- ▶ Board members have increased credibility when asking others to “join” their support for the organization.
- ▶ Board giving encourages and inspires others to give.

Tips for Growing a Giving Board

Growing a giving board is an intentional process that takes time.

- ▶ Educate your board regarding the importance of board leadership in the area of giving.
- ▶ Create the expectation that ALL board members are expected to give “at a level that is meaningful to them.”
- ▶ Communicate the expectation that everyone gives.
- ▶ Manage the expectation - implement accountability.
- ▶ Lead by example.

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- ▶ Celebrate board giving.

Growing a Getting Board

Effective fundraising involves the Board and board members.

Relationships are primary, all else is derivative.

Tips for Growing a Giving Board

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- ▶ Obtain Board buy-in to get involved with fundraising.
- ▶ Host a “rolodex party” to create a list of prospective donors for the organization.
- ▶ Create meaningful opportunities for board members to connect *potential friends and funders* to your MOW program
- ▶ Share and celebrate successes of how board involvement has benefitted the organization.

Planning Your Next Move



- Determine where you currently are with your Board in terms of their giving financial support to the organization and their level of involvement with fundraising activities.
- Identify ways to increase their involvement.
- Find ways to get a quick win and energize additional support and activity.
- Set goals for board giving in 2011.
- Identify a champion or champions to lead the charge.
- Identify the first step you need to take.
- Take some definitive action by the end of this month.

Need More Help

We'd love to hear from you. You can reach us at 800-883-7196 or impact@xfactorllc.com. You can also connect with us online at:

- ✓ LinkedIn: www.linkedin.com/in/kevinmonroe
- ✓ Facebook: www.facebook.com/xfactorconsulting
- ✓ Twitter: www.twitter.com/kevin_monroe and www.twitter.com/xfactorllc

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Additional Resources

Visit www.xfactorllc.com to subscribe to our monthly e-newsletters (Marketing Matters, Sustainability Strategies, Great Grassroots Governance) and the Nonprofit Resources blog.

Growing a Giving Board article can be found at <http://www.xfactorllc.com/resourcesArticlesDetail.asp?id=133>.

Giving USA 2010 - Executive Summary of report available for free download at http://www.aafrc.org/gusa/gusa_order.cfm

Roadmap To Fundraising Success, by Timothy L. Seller, The Center on Philanthropy at Indiana University - http://www.philanthropy.iupui.edu/TheFundRaisingSchool/PrecourseReadings/roadmap_to_fundraising_success.aspx

Recommended Books:

The Raising of Money by Jim Lord

Big Gifts for Small Groups, by Andy Robinson

The Truth About What Nonprofit Boards Want by June. J. Bradham

“It is easy to dodge our responsibilities, but we cannot dodge the consequences of dodging our responsibilities.” - Sir Josiah Stamp

The BIG Ideas for our MOW Program

What are the 2 or 3 main ideas that have implication for your organization and program?

- 1.
- 2.
- 3.

Action Planning

What steps do you commit to take to put action to these ideas?

Action:

Goal:

Resources needed:

Timeline: