

Across the Board

Your bridge group will love our special "behind the scenes tour!"

Of course your Argentinean uncle can make a donation in honor of your son's graduation on our website!

I'm so pleased you loved growing up here. Of course we'll name our new athletic center in memory of your Dad.



Learning goals for this section are:

1. How to get your board members to understand the difference between giving time and money
2. The importance of giving their own gift
3. The role of staff in fundraising
4. The work of the fundraising committee
5. The challenges of restricted and unrestricted funds
6. The checkers versus chess school of fundraising

The truth about fundraising according to Carol.....

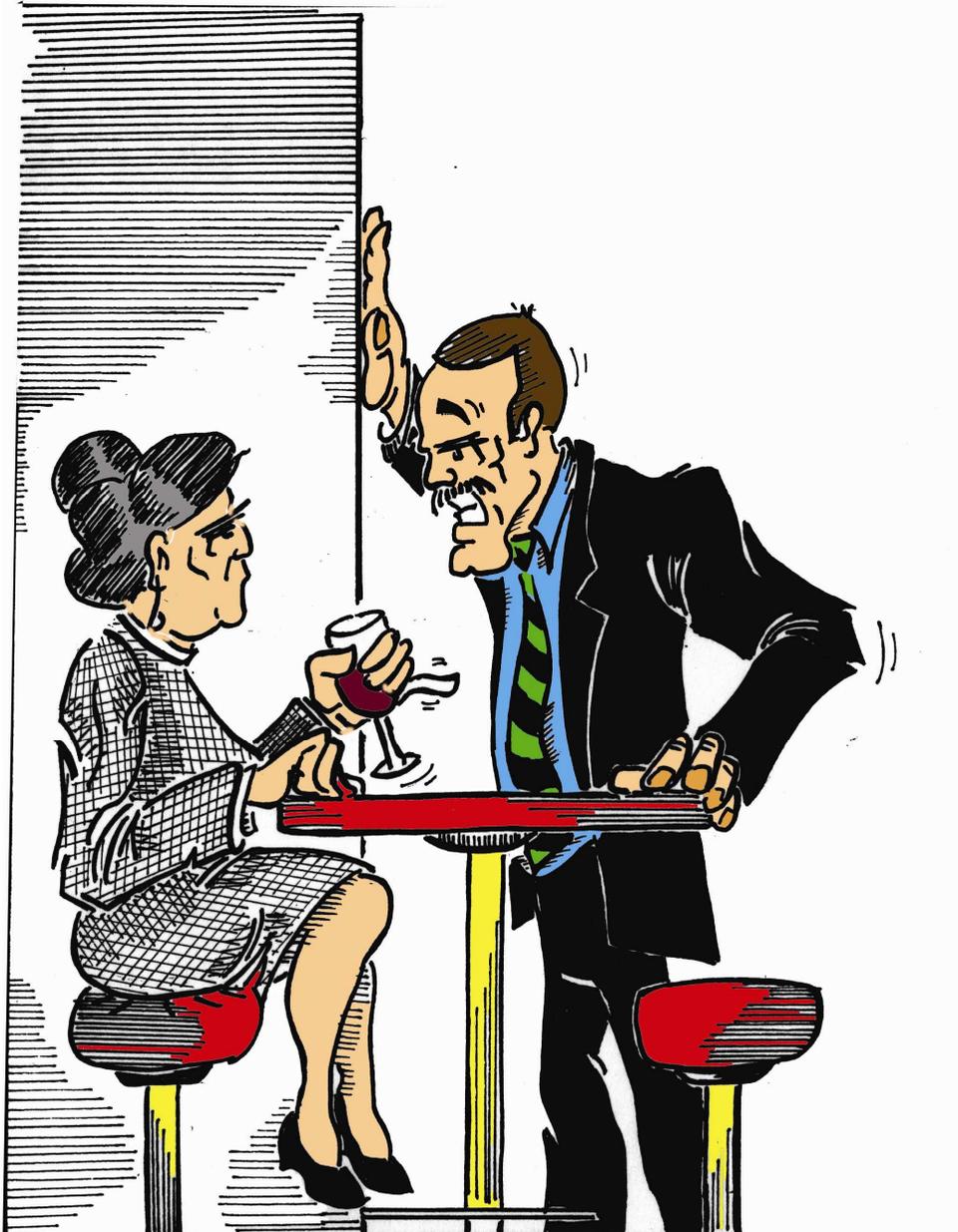
**No one joins a Board
because it is a great
opportunity to
fundraise.**

**Do you know why folks
joined your board?**

**What is the difference between a volunteer
and a board member ?**



Is talking about fundraising a part
of your recruiting process?



Hi there, are you as concerned as I am about
the lack of funding in our community for?

Create a board commitment letter.

Attendance policy

Financial expectations

Committee
assignment

Role in special events

Send two copies, one
for board member,
one for office

Rough draft Board Commitment Letter

Dear _____

Thank you for agreeing to serve on the board of _____. As I'm sure you know, our mission is

Our vision of the future of our foundation is

We expect the following of our board members:

Attendance policy: Our meetings are (list times, date and place) _____

We have the following financial expectations of our members: _____

Your participation in the following events is expected (list special events, symposiums etc. and the level of participation expected i.e.. bring a foursome to the golf tournament, buy or bring a table to the dinner dance) _____

We hope that you will consider including our organization in your will, as many of us have.

The length of your term is _____ We anticipate that it will take you approximately _____ hours (number of hours/week, month or year) minimum to serve on this board.

All board members are asked to serve on at least one committee. As we discuss, you will be on the _____ committee

To help with the orientation process and to welcome you, your board mentor (or sponsor) is

_____ (include phone number)

Should you have any questions about being able to fulfill your duties, please call _____ (include phone)

Please sign the enclosed two copies, keep one and send the other in.

Welcome aboard. We look forward to working with you to _____ (refer once again is the mission)

Board Candidate
or chair

Chair of nominating or board president

date _____

Time is not
money!



List 10 reasons why you need to give a gift if you are a board member:

(you might want to do this exercise with your board)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



What options do you want to offer for your board members to get involved in fundraising? What can even the most “ask-averse” board member do?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



What is the job of the fundraising committee?



Restricted versus
unrestricted funds...
What tools do you have to
make donors comfortable
with their giving?





Remember the checkers
versus chess school of
board management!

52 Ways to Motivate and Reward your Board and Volunteers

- When you have a new board member, send a press release to the local paper, business journal, alumni magazine, church or Temple bulletin and/or PR department of his or her corporation.**
- Create a “Member of the Moment” award for your annual meeting for quiet, behind the scenes leaders. Tiaras and crowns from a party store are always an elegant gift.**
- Surprise a particularly industrious board member by having the member’s car washed and detailed during a meeting.**
- Give new board members who have “seen the light” and joined your board, tiny flash lights for purse or pocket.**
- Start your board meetings with sharing celebrations of what is going well in your member’s personal, professional or volunteer lives.**
- Get a funny award, like an old bowling trophy, from a pawn shop, and pass it on to the board member who asks the best question.**
- Provide every board member with business cards for your organization. (To save money, have them printed by the sheet without the specific names and print them on your computer)**
- Create a Hall of Fame wall with photos of your board members.**
- Put your board members’ photos on your website.**
- Link your organization’s website to your board member’s website and ask them to do the same.**

More Ways....

Give a creative toy to celebrate great service such as a stuffed roadrunner or the Energizer Bunny.

Give all of your board members lottery tickets with the note, “Our clients or members don’t have to take a chance on their future with you on our board.”

Give your superstar a magnificent box of chocolates with the note, “I’ve gained so much from you, now it’s your turn,” or a heart healthy box of goodies with the note, “From my heart to yours.”

When a board member takes on a big committee assignment or agrees to chair a special event, present a folder with an engraved name plate with his or her name, the assignment or event and the year.

For your shining stars, present a certificate for one month of shoe-shines or a piece of jewelry with stars.

At the end of a long board meeting or retreat, hire a massage therapist to come to do chair massages.

Give a “Life Saver Award” for someone who helps out at the last minute. The award should be packs of Life Saver candies.

Use a wall chart to note the progress of a project, whether it’s getting new members, raising funds or serving more clients.

Send birthday cards to your board members. Better yet, call them and leave a message, even if they aren’t home.

Send an e-mail birthday greeting to your board member, reminding other board members to call or e-mail greetings.

More Ways....

At the end of a term or a long project or special event, write a thank you note to the board member's family noting the contribution and acknowledging the time away from the family.

On your board roster, list hobbies. This will give other members an opportunity to connect.

Have a "bright idea" award for the board members with the most innovative idea that they have also implemented. You might want to give a lamp or a year's supply of light bulbs.

At the end of a board member's term, don't just "whack them and plaque 'em", give them a final send off at a luncheon or breakfast in their honor. Share plans for future involvement.

Remember to celebrate holidays that are relevant to your mission. For instance, if you have a "new American's program" or deal with other immigrant issues, bring a client to talk about his/her experiences for the 4th of July.

For your annual meeting or board retreat, use Photoshop to put your board members photos on a Wheaties box. If you have a member with poor attendance and a really, really fabulous sense of humor, put his or her photo on a milk carton.

Provide logo wear that proudly displays your web address. On the back, list what you can do/learn on the site.

When beginning the strategic planning process, give everyone involved a calculator, ruler or abacus that says "Everyone counts when it comes to (then state your mission or organization's name).

At your national convention, surprise a board member who has done a particularly fabulous job with a suite.

Create a "President's Award," which is given yearly by the board president to the member of the board or a volunteer who has done exemplary work.

More Ways....

Inaugurate an “ABCD” award (Above and Beyond The Call of Duty) which can be given anytime during the year.

Instead of the traditional gavel, give a conductor’s baton, magic wand or magic lamp to rub, to a new board chair.

Have a professional photo taken of a board member, get him or her to autograph it, and frame it for your wall of fame or executive’s office.

For the board member who is always putting out fires, buy and present him or her with a real fire fighter’s hat. Present several different hats to the board member who wears many hats.

Buy a toy sheriff’s badge for the development committee, and deputize them as fundraisers.

Provide a special parking space for new board members or board members who have taken on extra responsibilities.

Give board members newly released books or videos that are germane to your organization.

To build relationships and to become “a learning organization,” create a book or movie club that convenes before your meeting to keep current on issues affecting your clients.

Send a meal, pay for a house-cleaning, lawn mowing or snow removal service for a board member’s home during an illness or after a big project.

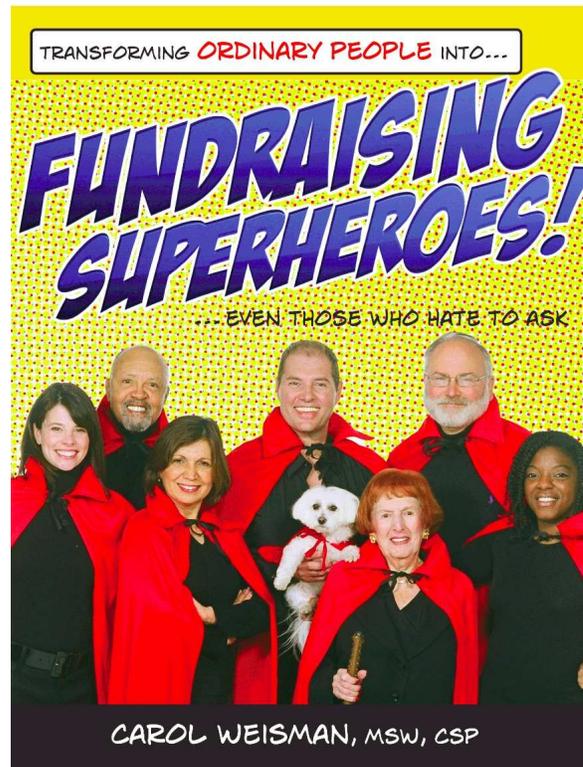
After meeting a goal, if your board meets in the morning, give your members a boutonniere to wear to work. It will serve as a conversation starter.

Before talking about fundraising, give every board members a \$100,000 Candy Bar or a Payday.

And a few additional ones...

- Give new volunteers and board members a coffee cup with your website and phone number. (Great also to give to funders and folks who refer clients)**
- Give board members post-it notes with your logo, phone number and website.**
- Create a pin or other logo-wear for multi-generational members of families who have served your organization.**
- Take photos of your volunteers and board members with their kids. Frame the photos as a thank you.**
- Bring a pizza or sandwiches to the staff for a communal lunch with the board. Ask each group to prepare a list of questions for discussion. Learn and enjoy!**
- After a walk or run event, give the chair and his/her committee certificates for pedicures. Have pedicures as part of a Happy Feet Debrief.**
- To celebrate an achievement, send an email message with an appropriate mp3 song as an attachment i.e. "She Works Hard for Her Money," "Taking Care if Business" or "The Hallelujah Chorus."**
- Create an on-line "Good News Gazette" where fundraising, membership goals or other victories are shared.**
- Raise the bar. Increase the goals and make specific plans to celebrate. Put your best party person in charge.**
- Give a board member an hourglass, watch or clock as thanks for the gift of his or her time.**
- After an event, have a volunteer of the year. Put a photo of that volunteer in your lobby and send a copy to the newspaper and to the volunteer's boss, spouse, parent and/or children.**

Additional Resources for Training:



Available at
FundraisingSuperheroes.com

The National Association for Fundraising Professionals www.AFPNET.org

BoardSource (formerly the National Center for Nonprofit Boards) www.BoardSource.org