



Engaging Your Board in the
Fun of Fundraising

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FUND DEVELOPMENT CONSULTANTS



Today's Format

1. Reality checks on Fundraising – Yes, even in this economy!
2. How to woo your Board
3. Exercise – conquering challenges

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Reality Check #1

Generosity prevails

- \$307 billion a year in donations
- \$252 billion from individuals
- \$Trillions expected by 2017
- People want to give money away, anyway - might as well be to you
- Convincing not to make a gift – but to you

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Reality Check #2

St. Louisans – particularly generous

- \$3.15 billion donated – 15% higher
- 70% of households donate each year
- \$2,336 in average household donations
- \$50,000 – 100,000 most generous
- Wealthier give less
- Businesses \$3,000 per employee – 4 x's more

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Reality Check #3

Fundraising is an Art – not a Science

- Donors must see the need
- Take them on the journey to see their place in solution

How?

1. Recognize that everyone wants to do good
2. Help people be the heroes they want to be
3. Start with your Board

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Want to Woo Your Board?

- Seven Healthy Habits built on main premise:

If They Like You.....

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#1

Know their motivations and needs

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Why Motivations?

Board Member-First Philosophy

Ask them, every year:

1. Why did you join the board?
2. What are your expectations – are they met?
3. What is the #1 thing you'd like to accomplish during your time here?

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#2

Don't overwhelm

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***Make organization's needs clear – repeat
and reinforce – use SIZZLE!***

Sizzle = Power Message

- Why?
- Results?
- How Much Does it Cost?
- Who Cares?

Find places to repeat and reinforce so
message sticks!

Cultivate insiders – power of peer to peer

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Be a Chameleon

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You Are Paid to Blend In

- Yes! You can be yourself and adjust

Rock your career by learning to inspire:

1. Helpful people
2. Difficult people
3. Needy people
4. Slug-like people

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#6

When called upon – Fast and Flawless!

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Be a Credit Giver, not Taker

- Tackling Challenges!
