



EIGHTEEN THINGS BOARD MEMBERS CAN DO TO RAISE FUNDS (without having to ask directly for money)

1. Contribute financially to the organization
Many foundations, corporations and individuals will not support organizations which cannot demonstrate that 100% of the board is contributing financially to the organization. Board members need to contribute the most they can afford.
2. Participate and contribute to the development of the strategic plan
Without a strategic plan it is nearly impossible to write a good case statement and without a good case statement it is very hard to raise money.
3. Create a development plan
Determine financial and strategic targets for each fund raising area. Ensure responsibility and accountability structures.
4. Ensure that there will be sufficient resources to carry out the development plan
It takes money to raise money. If the board is not committed to spending money to support a fund raising program, even the great efforts of well meaning board members and staff will not be entirely successful and create useless frustrations and burnout with staff and board.
5. Assist actively in increasing the size of the prospects' mailing list
Individual board members should add names to the prospects' list at least once a year. The names are from the Board members' contacts and include social and professional connections.
6. Help identify possible donors
If Board members know individuals in the community who are related to possible funding sources, they need to share such names with the staff and strategize with staff on the best way to approach them.
7. Introduce possible donors to the organization
Board members should share enthusiastically the successes of the organization with their friends and family and constantly introduce new possible donors to the organization.
8. Cultivate possible supporters
Every large donor was a small door first! Board members can be very effective in cultivating their friends or other supporters in order to increase their commitment to the organization.



9. Personalize written appeal letters or emails

Board members need to write personal notes for the annual giving program or, if there is an annual appeal letter, sign the annual appeal letter addressed to their friends and contacts.

10. Write letters and emails of support or reference to potential funding sources

A letter from a Board member confirming the legitimacy and mission of the organization and its importance in meeting community needs can be essential in obtaining financial support from foundations and corporations.

11. Volunteer actively in organizing and staffing special events

Board members need to be actively involved in the organization and management of special events. They must be present for the event.

12. Volunteer actively in social media campaigns, phonathons, telethons, etc.

If Board members are not willing to discuss the worth of their organization to the community, why should anyone else support it?

13. Write thank you letters and emails

Board members need to write personal thank you notes to the donors whom they helped recruit. Their thank you letters are in addition to the letters and emails prepared by the staff.

14. Be on the team

Board members need to accompany staff at meetings where the potential donor is asked to contribute. They may also be involved in organizing the meeting and setting the stage for the request. They do not necessarily have to be the ones who actually ask.

15. Do what you say you will do, and when you say you will do it.

Staff depends on the Board member's commitment and plan accordingly. They should not be disappointed.

16. Participate on a fund-raising committee can work intensively with the Executive Director

17. Share short and memorable stories about fund raising success and lessons learned

18. Help with researching and writing grants focusing on a first draft and/or editing



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