

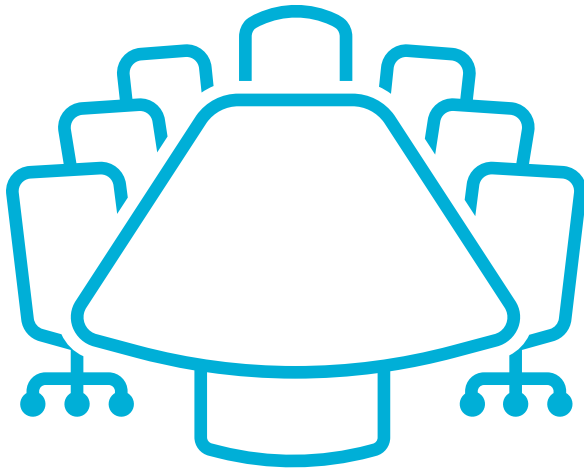


Boards and Fundraising

2022



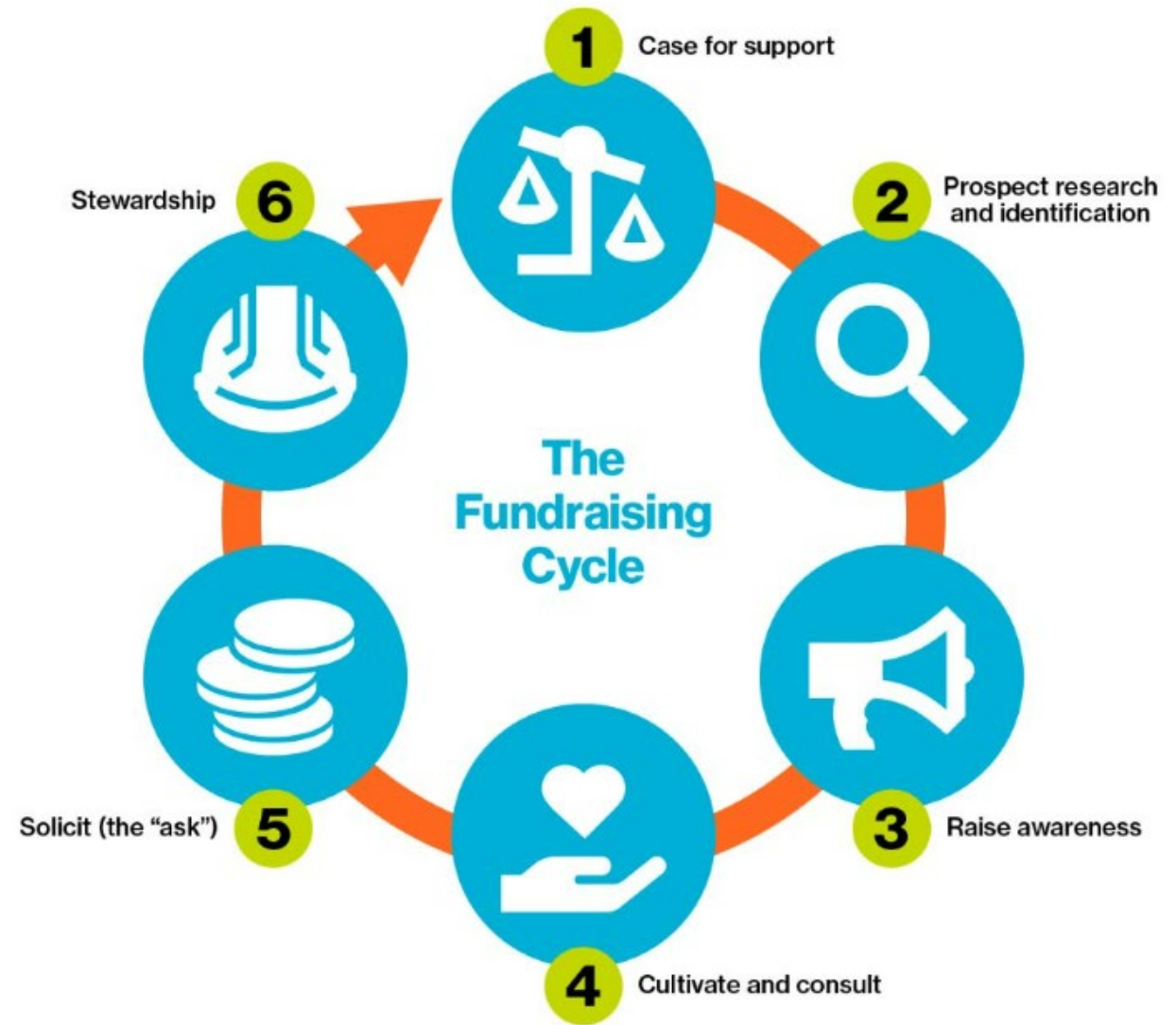
Objectives



After today, we hope to equip you with the knowledge to:

- Explain a board's role in fundraising.
- Establish fundraising expectations for your board.
- Strengthen your board's ability to garner financial support for your mission.

What is fundraising?



Giving by source

Total giving by source in five-year spans, 1982-2021

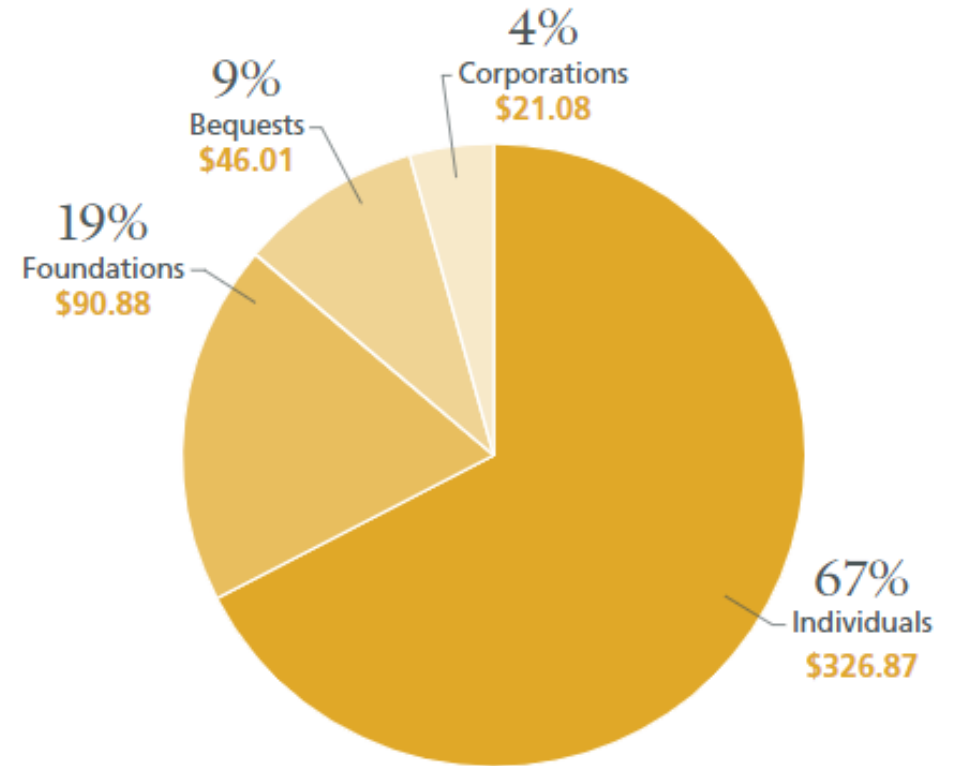
(in billions of inflation-adjusted dollars, 2021 = \$100)



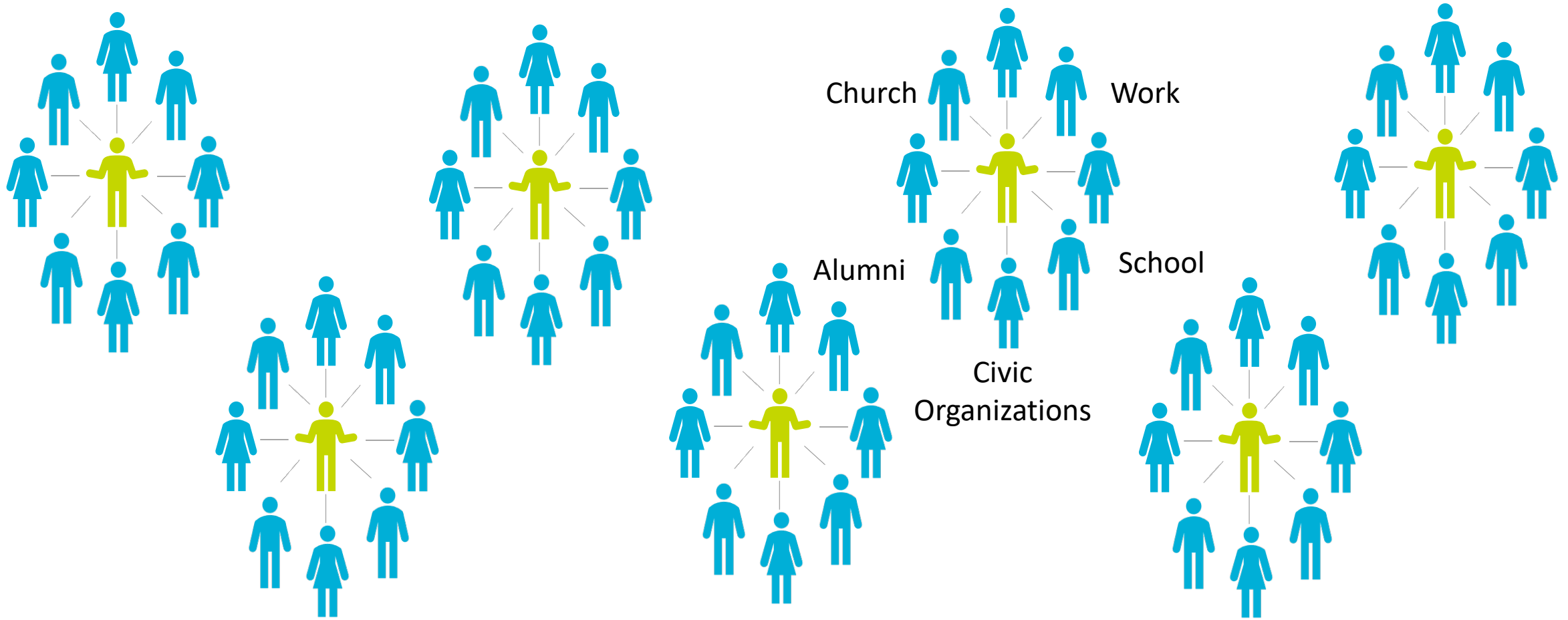
Giving USA uses the CPI to adjust for inflation.

2021 contributions: \$484.85 billion by source of contributions

(in billions for dollars – all figures are rounded)



Board Members can help





Board Members have a unique role



They may be a peer of the prospective donor.

They have their own motivations and reasons for being involved.



They can invite a donor to join them in making a gift.

But I'm a board member, not a fundraiser

People should want to give since Habitat's mission is so good.

I'll do anything but ask for money.

Isn't fundraising the job of the Development Director/Executive Director?

Foundations and corporations are the biggest donors. That's where the money is.

"So-and-so" has so much money, they've got to have enough to give a little something to us.



A Board's Role in Fundraising

ADVISE

- Develop cultivation strategies.
- Review and prioritize top donors and prospects.
- Support investment in development.

ADVOCATE

- Articulate a vision that inspires and is focused on impact.
- Open doors.
- Participate in cultivation visits and events.

INVITE

- Solicit gifts and/or share your giving experience.
- Provide input on solicitations and proposals.
- Lead by example with your own meaningful gift.

STEWARD

- Thank donors.
- Update donors on gift impact.
- Communicate regarding ongoing activity.



Fundraising Expectations

Month 1

- Confirm board champions
- Set goals
- Review existing expectations or board experience

Month 3

- Refine proposed expectations
- Determine process for rolling out to the full board
- Finalize expectations

Month 2

- Brainstorm potential expectations
- Create draft of expectations

Month 4

- Begin sharing and socializing expectations to the full board



Fundraising Expectations

	Activity	Expectations
ADVISE	Develop cultivation strategies.	• • •
	Review and prioritize top donors and prospects.	
	Support investment in development.	
ADVOCATE	Articulate a vision that inspires and is focused on impact.	• • • •
	Open doors.	
	Participate in cultivation visits, events.	
INVITE	Solicit gifts and/or share your giving experience.	• • •
	Provide input on solicitations and proposals.	
	Lead by example with your own meaningful gift.	
STEWARD	Thank donors.	• • •
	Update donors on gift impact.	
	Communicate regarding ongoing activity.	





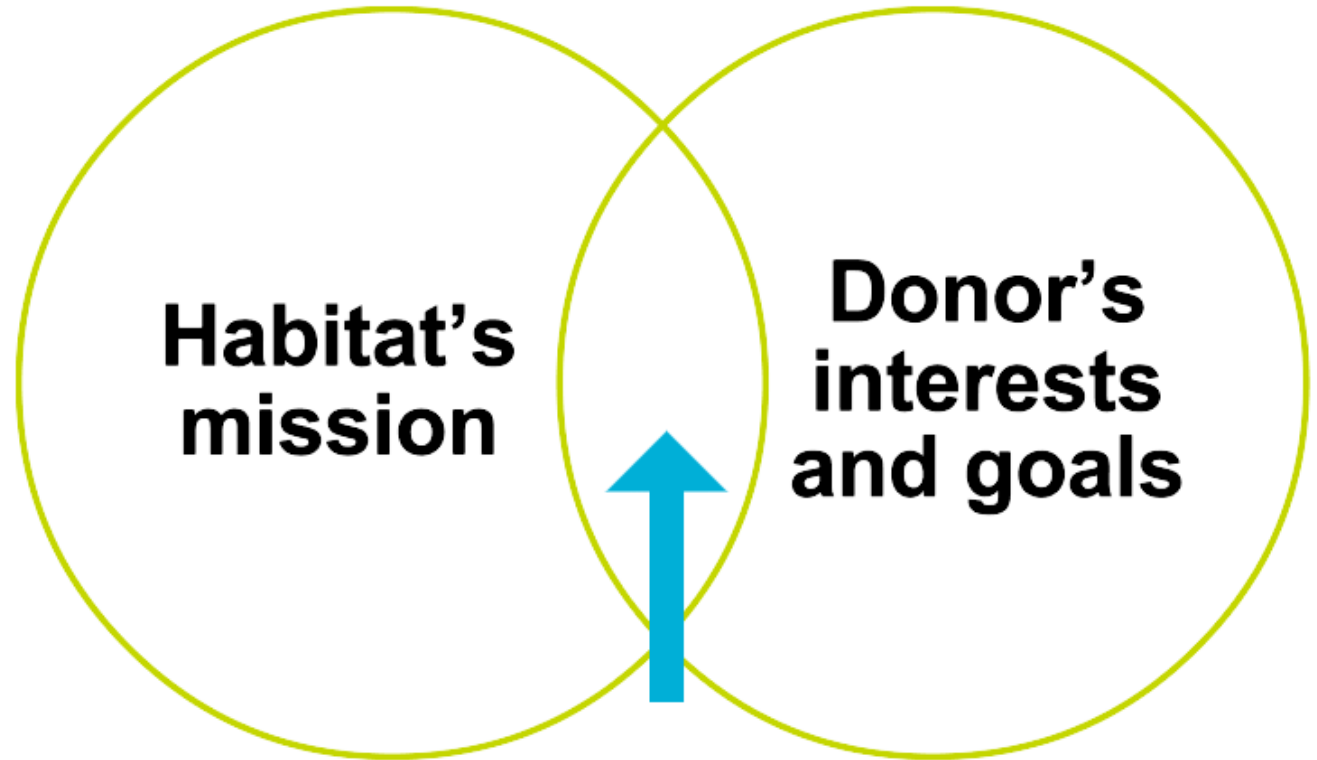
The art of the ask



Why do people give?

*“Donors do not give to organizations because organizations **have** needs; they give because organizations **meet** needs.”*

*Kay Sprinkel Grace,
Beyond Fundraising*



Why people *don't* give

The case
wasn't
strong
enough.

+

The appeal
wasn't
personal.

+

No one
suggested
a specific
amount.

The solicitor
did not
listen.

+

No one
suggested
alternative
ways to give.

+

No one
followed up.



The five steps of an “artful ask”



- State the purpose of the call or visit.

- Personal involvement – BOD and donor.
- Provide update on affiliate’s priorities.
- Ask, Listen, Answer.

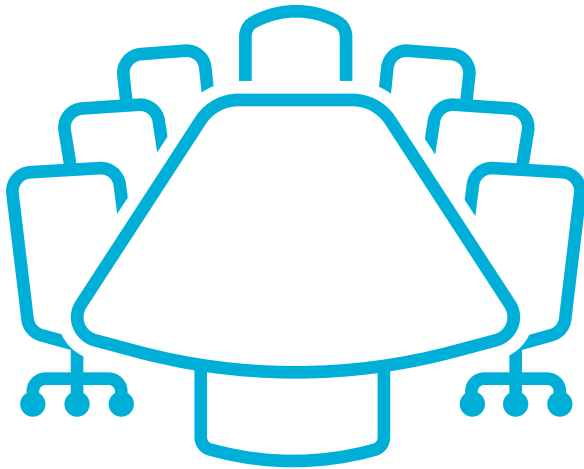
- Describe the need.
- How will the community benefit?
- Highlight areas of most interest.
- Ask, Listen, Answer.

- Ask for the gift!
- Be silent.
- Answer any objections or offer follow-up.

- If Yes – Secure gift agreement.
- If No – Ask Why? Determine next steps.
- I don’t know – Offer to provide additional information and follow up.



In Review



Today's Learning Objectives:

- Explain a board's role in fundraising.
- Establish fundraising expectations for your board.
- Strengthen your board's ability to garner financial support for your mission.



Additional Resources

[Boards and Fundraising \(sharepoint.com\)](#)

[Funding Opportunities \(sharepoint.com\)](#)

[Board Recruitment Toolkit \(sharepoint.com\)](#)

[Board leadership resources through BoardSource membership \(sharepoint.com\)](#)





This presentation has been made available to affiliates through Habitat's Resource Development Expertise Hub.

Find more resources at [My.Habitat.org](https://my.habitat.org) > Knowledge Center > Fundraising How To

Contact the Resource Development Expertise Hub team at rdexpertisehub@habitat.org.



REVIEWED: 8/2/22 UPDATED: 11.3.22



Thank you!

Please complete this survey to share your feedback and how we can improve this session.

<https://survey.alchemer.com/s3/7080811/Michigan-ASO-Boards-and-Fundraising>

