



## Key Fundraising Strategies for Nonprofit Board Members

### 1. Lead by Example

- **Personal Contribution:** Board members should make their own financial contribution to demonstrate commitment. This sets a standard and encourages others to give.
- **Goal Setting:** Encourage the board to aim for 100% participation in giving, which shows unity and dedication to potential donors.

### 2. Engage in Networking & Relationship Building

- **Identify Prospective Donors:** Use personal and professional networks to identify potential donors and supporters.
- **Cultivate Relationships:** Build and maintain long-term relationships with donors through regular engagement, including meetings, events, and personalized updates.
- **Leverage Corporate Connections:** Encourage board members to connect with companies for sponsorships, matching gift programs, or in-kind donations.

### 3. Event Participation & Hosting

- **Attend Fundraising Events:** Board members should actively participate in events, as their presence helps build trust with donors.
- **Host Small Gatherings:** Consider hosting small, informal gatherings to introduce friends, family, and colleagues to the organization and its mission.
- **Use Signature Events:** Organize or promote signature fundraising events, such as galas, auctions, or charity runs, to boost visibility and fundraising.

### 4. Advocacy & Storytelling

- **Be an Ambassador:** Board members should speak passionately about the organization's mission, programs, and impact to inspire others to give.
- **Share Success Stories:** Use personal stories and testimonials to convey the impact of donations, making the cause more relatable and compelling.
- **Utilize Social Media:** Encourage board members to promote fundraising campaigns through their personal social media channels to reach wider audiences.



## 5. **Make the Ask**

- **Direct Solicitation:** Be willing to ask for donations directly. Board members can team up with staff to approach major donors, making the ask more effective.
- **Create a Peer-to-Peer Campaign:** Leverage board members' networks for peer-to-peer fundraising, where they invite their friends, family, and colleagues to donate.
- **Offer Multiple Giving Options:** Provide various giving methods, including one-time gifts, recurring donations, planned giving, and stock donations, to accommodate different donor preferences.

## 6. **Strategic Planning & Goal Setting**

- **Develop a Fundraising Plan:** Work with staff to create a clear fundraising plan that outlines goals, strategies, and timelines.
- **Track Progress:** Monitor fundraising efforts regularly, celebrate successes, and adjust strategies as needed to meet objectives.
- **Leverage Data:** Use donor data and insights to personalize appeals, retain donors, and identify opportunities for growth.

## 7. **Express Gratitude & Acknowledge Donors**

- **Timely Thank-You Notes:** Ensure donors receive prompt and personalized thank-you notes, acknowledging their contributions.
- **Highlight Donor Impact:** Share updates on how donations are making a difference, through newsletters, annual reports, or special thank-you events.
- **Create Recognition Opportunities:** Consider offering recognition opportunities, like naming rights, donor walls, or exclusive invitations to special events, to honor major donors.