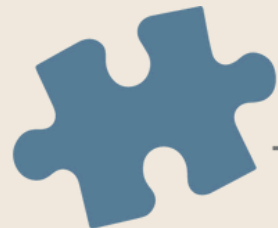


LLSC SAN ANTONIO

NONPROFIT FUNDRAISING FOR BOARD MEMBERS



m.leslie.palmer

CONSULTING GROUP



WELCOME & OVERVIEW



ICEBREAKER DISCUSSION



The Role of the Board in Fundraising

1. Overview of Board Responsibilities

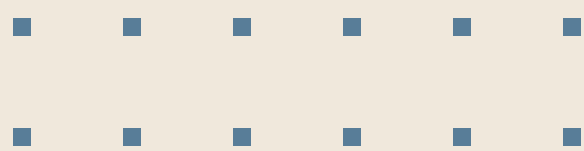
- Legal and fiduciary responsibilities.
- Importance of financial oversight and fundraising strategy.

2. The Role of Individual Board Members

- Advocates, connectors, and donors.
- How board members can open doors to new opportunities (e.g., corporate, individual, major donors).
- Board members as donors: Leading by example.

3. Fundraising as a Team Effort

- Collaboration between board and staff.
- Setting and meeting realistic fundraising goals.
- Cultivating and stewarding donor relationships.





KEY FUNDRAISING STRATEGIES

Fundraising Channels and Methods

- Individual Giving (major donors, monthly giving).
- Corporate Giving (partnerships, sponsorships).
- Grant Writing (foundation and government grants).
- Events (galas, auctions, peer-to-peer campaigns).
- Online and Digital Fundraising (email, social media, crowdfunding).

Understanding Donor Motivations

- Why donors give (personal connection, impact).
- Tailoring asks to donor interests.
- The importance of donor stewardship and retention.



PRACTICAL FUNDRAISING TECHNIQUES

- **Making the Ask**
 - How to approach potential donors.
 - Crafting an effective pitch.
 - Overcoming fears and hesitations in asking for donations.
- **Engaging Your Network**
 - Leveraging personal and professional connections.
 - Hosting fundraising events or peer-to-peer campaigns.
 - Using social media and other platforms to promote the cause.

DEVELOPING YOUR FUNDRAISING PLAN

1. Setting Realistic Goals

- Establishing financial goals based on the organization's needs.
- Aligning board members' roles with organizational objectives.

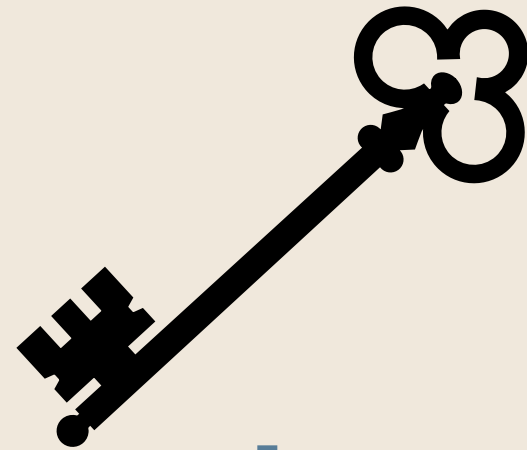
2. Tracking Progress and Accountability

- Monitoring fundraising progress and metrics.
- Creating accountability structures for the board.

3. Building a Culture of Philanthropy

- Encouraging all board members to participate in fundraising.
- Celebrating fundraising successes and recognizing contributions.

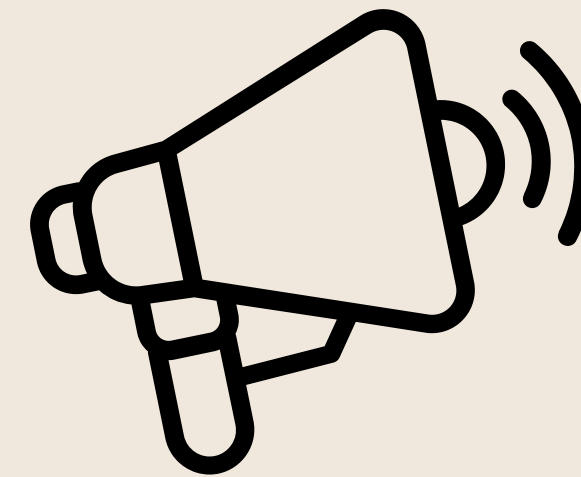
CONCLUSION AND Q & A



Key Takeaways



Questions



Call to Action

CONTACT US



210-540-8111



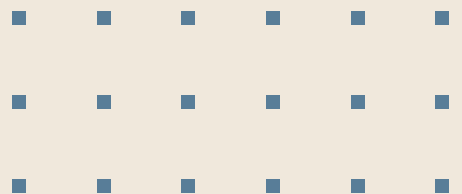
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THANK YOU



Reflections on Public Service 2024 Effective Boards Series Capstone

Thursday, November 7 | 5:00 to 6:30 p.m.

Meals on Wheels

2718 Danbury, San Antonio, TX

Light Refreshments Served

LISC SA invites partners & participants in our Effective Boards Series to join us for a reception and connect with others serving the community.

Former Speaker of the Texas House of Representatives Joe Straus will provide a keynote address on the importance of public service and the need for broader civic engagement that supports the common good.



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