

Habits of Effective board member fundraising



Presented by
Pete Parker,
Managing Partner – NPcatalyst
May 17, 2012

About NPcatalyst

- ✓ For-profit company
- ✓ Mission
- ✓ Purpose
- ✓ Located
- ✓ Background of leadership
- ✓ Fund Development
- ✓ Role in local community



BoardCheck

HEALTH

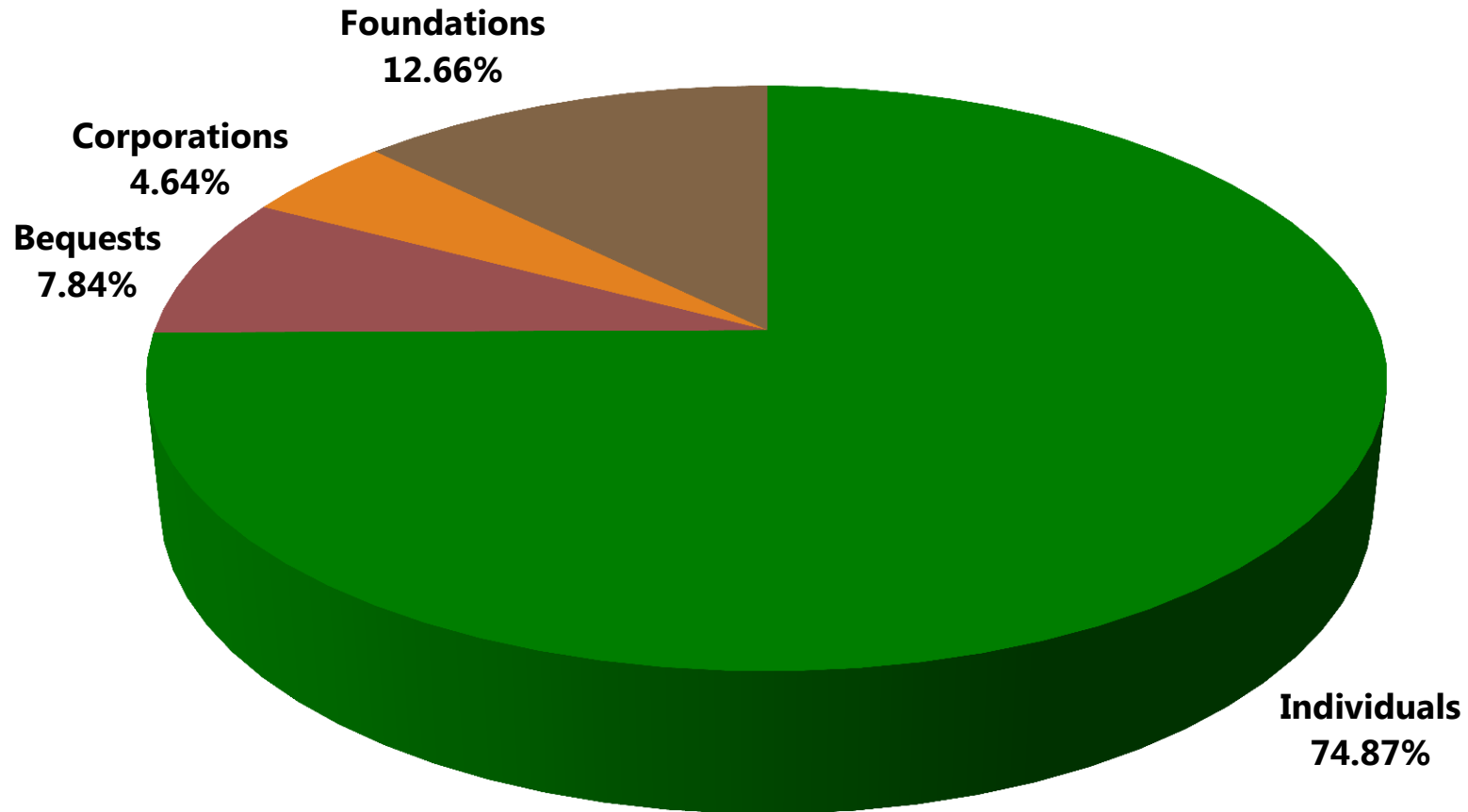


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Giving USA 2010 - by the numbers



Welcome to NPcatalyst's...

***Habits of Effective board
member fundraising***

Habit #1

Understand the obligations of a board member.

Give

Get

Govern

Connect

Habit #2

Understand the board-to-staff relationship.

- ✓ Board members interact with staff members on a personable level
- ✓ Exchange information without issue or hesitation
- ✓ Board members will ask questions and learn about the organization
- ✓ Board members will be actively engaged in marketing and soliciting for the organization
- ✓ Recognize critical errors
- ✓ Identify and create opportunities
- ✓ Celebrate successes

Identification

Habit #3

Know how to identify prospects.

- ✓ List provided – existing organization constituents
- ✓ Development committee to work with staff to identify key prospects to pursue
- ✓ Existing contributing constituents for board to review/select
- ✓ Contributors to other organizations
- ✓ Close friends
- ✓ Family members
- ✓ Co-workers
- ✓ People you've actually met
- ✓ Social media connections

Habit #4

Manage personal prospects.

- ✓ Willing to open doors by making initial contact
- ✓ Scheduling and (if possible) attending initial meeting(s)
- ✓ Accept lead responsibility to cultivate
- ✓ Directly solicit or participate in solicitation
- ✓ Assist in maintaining active communication
- ✓ Help guide the process

Start with a blank sheet – or in this case – a prospect id sheet

Prospective Donor	Identifier	Connection	Note	Capability

Habit #5

Effectively utilize data.

- ✓ Record into database
- ✓ Requires management
- ✓ Staff to present lists to board members
- ✓ Staff to work with board members to schedule calls or visits with each prospect
- ✓ Staff to gather more information about each prospect in meetings with each board member; use prospect profile sheet as a guide

Cultivation

Habit #6

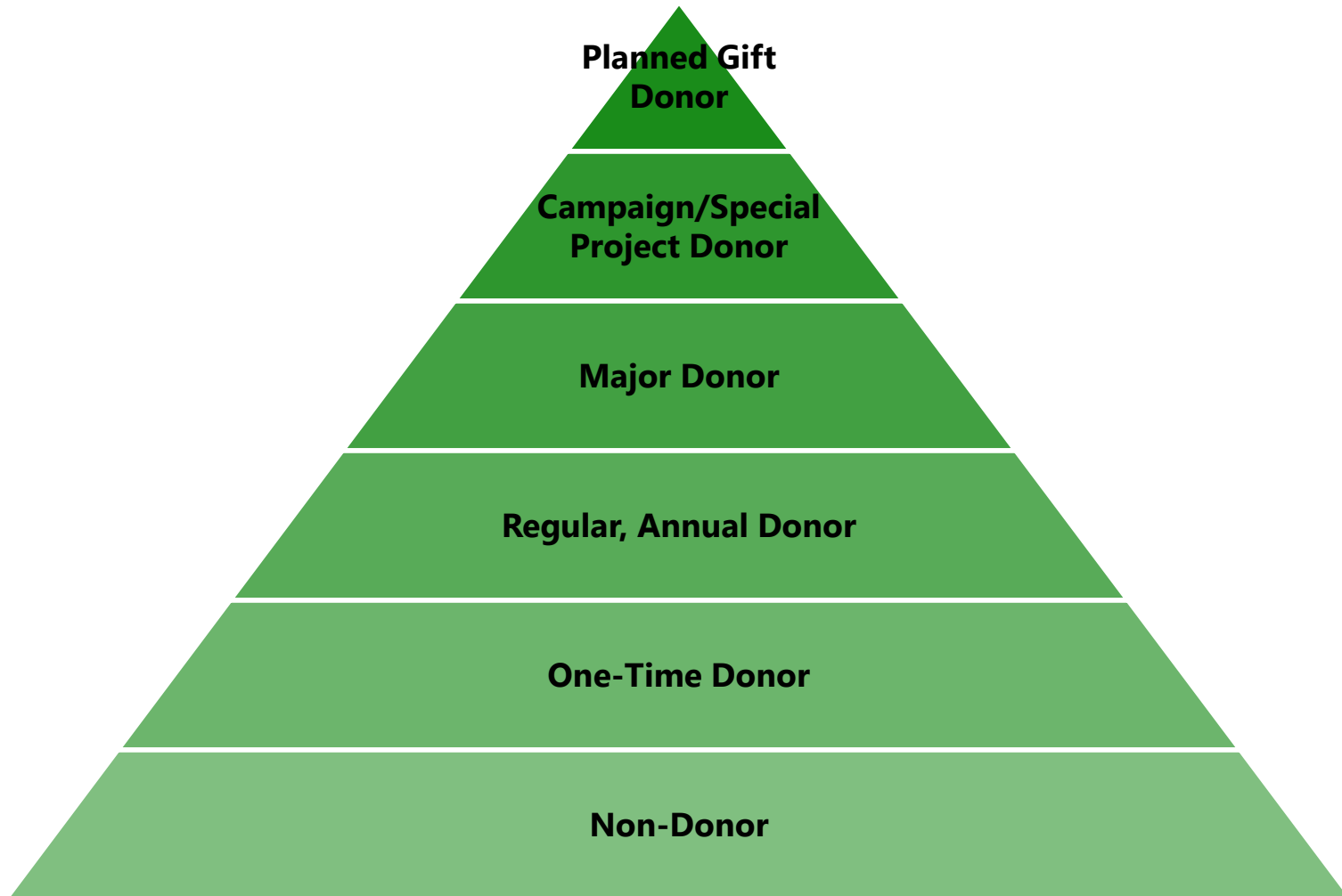
Design prospect solicitation strategies.

Cultivating a major gift or board leadership equates to long-term or well-developed relationships.

Design “solicitation strategies” for all top or major prospects

- ✓ Each strategy involves the prospect’s profile, board contact(s), staff-conducted wealth-screening research, and the prospect’s relationship and history with the organization
- ✓ Each prospect is different than the other and requires varying degrees of cultivation before solicitations take place
- ✓ Without so much as a plan or strategy, few solicitations are successful.

Donor pyramid



Habit #7

Be prepared and flexible when communicating.

The cultivation of a prospect or his/her contribution can be as brief as a simple conversation or as long as months or years and possibly involve volunteer leadership.

The initial cultivation call or visit with the prospect sets the tone for the donor relationship process.

Habit #8

Serve as a messaging ambassador.

- ✓ Understand mission
- ✓ Recognize programs and beneficiary impact
- ✓ Quickly cite talking points
- ✓ Be interview-ready
- ✓ Know your 30-second elevator and 3-minute response
- ✓ Have access to promotional collateral

Habit #9

Understand the organization's ways of giving.

- ✓ Linking dollar amount to org need and/or program benefit
- ✓ Understand available ways of giving
- ✓ Understand gift acceptance policy
- ✓ Understand investment policy
- ✓ Speak to gifting programs, events and campaigns
- ✓ Understand difference between fundraising and development
- ✓ Understand the board/staff relationship and the roles of each

Habit #10

Maintain accurate records.

- ✓ Update each prospect's profile – starting with the donor database
- ✓ Record into the contact log a summary of each conversation, making sure all highlights and key topics are included
- ✓ Identify discussed and recommended next steps

Solicitation

Habit #11

Know the organization's solicitation styles.

- ✓ Annual gift
- ✓ Event support
- ✓ Major, capital, or special commitment
- ✓ Planned gift

Habit #12

Be properly prepared for the solicitation.

- ✓ Schedule the ideal setting
- ✓ Bring the right players
- ✓ Review the prospect's profile
- ✓ Role play
- ✓ Have a nice conversation
- ✓ Listen and be patient
- ✓ Accept both answers as if you chose them

Habit #13

Be prepared for resistance.

- ✓ "Have already tapped my sources"
- ✓ "Asked a prospect a couple years ago, who said he wouldn't/couldn't give"
- ✓ "Need to check with my wife"
- ✓ "Am afraid of making a reciprocal gift"
- ✓ "I hate asking for money"
- ✓ "I'm afraid of getting rejected"
- ✓ "I wouldn't know what to say"
- ✓ "I'm not good at this stuff"
- ✓ "I don't want to lose him as a ..." (client/customer/friend)

Pete's fundamental steps of asking for a gift.

1. Handle Potential Donors ONE at a time.
2. Maintain the Sequence: It Works.
3. Stick to the Strategy.
4. Be Your Own Best Prospect.
5. Know the Project/Organization Cold.
6. Believe in the Project
7. Go First to Those You Know Will Give.
8. Ask for the Right Amount.
9. Never Argue, Always Agree.
10. Don't Sweat the Small Stuff.
11. Report Your Progress.
12. Have Fun.
13. Say Thank You.

Raising money without asking

Here's all you need to be successful without asking.

- ✓ Passion
- ✓ Make a donation
- ✓ Identify potential donors
- ✓ Design a solicitation strategy
- ✓ Schedule a meeting with the prospect
- ✓ Attend the solicitation call
- ✓ Celebrate

BoardCheck offer

* 1.

Board members understand and are committed to the mission.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 2.

Board decisions are based on and support the mission.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 3.

Board members actively participate in strategic planning and ongoing strategic thinking.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 4.

There is a healthy balance between respect for the group's historical legacy and willingness to embrace change.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Board Culture

No charge – “Raw Results” tool

Thank you for participating!



Contact information

Pete Parker
NPcatalyst, LLC
775-333-9444
pparker@npcatalyst.com
www.npcatalyst.com