

Maximizing Your Board's Potential: Turning Ideas into Action



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A few reminders:

Drop your questions in the Q&A as we go!

Yes, this is being recorded!

A recording of this presentation will be emailed within the next few days.

Links provided at the end of the webinar:

- Request a follow-up meeting
- Next webinar






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Fundraising Consulting and Coaching

**Advancement
Advisors** 



Turning Passion into Action

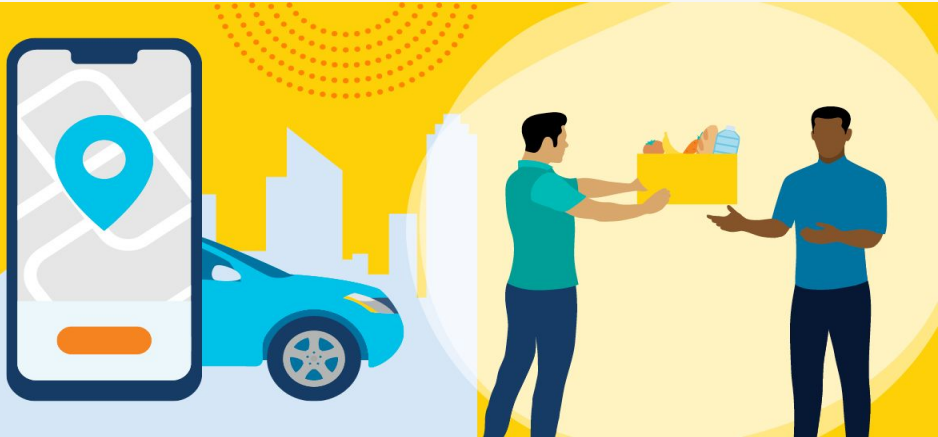
Why Board Engagement Matters

- Drives organizational success and mission fulfillment
- Leverages valuable skills and networks
- Ensures effective governance and oversight
- Strengthens fundraising and community connections



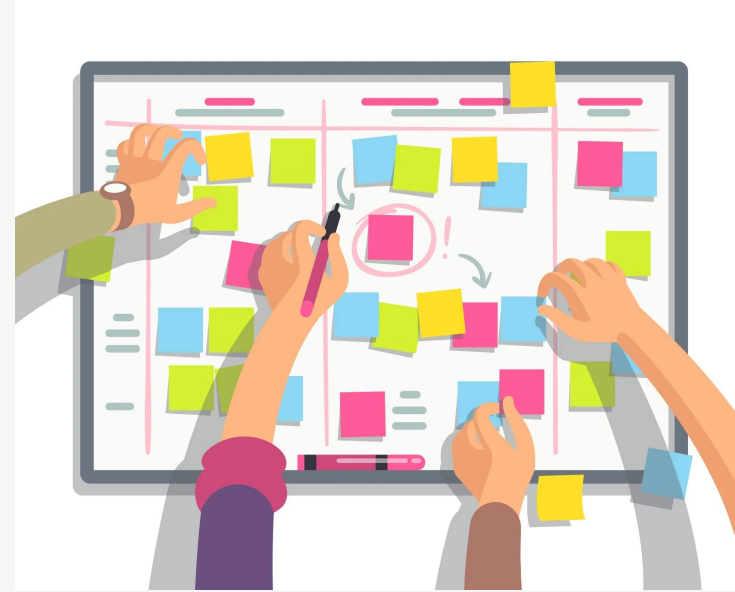
Connect Board Members to Your Mission

- Organize hands-on volunteer sessions
- Share concrete impact data and stories
- Arrange site visits and community connections
- Invite beneficiary speakers to meetings



Clear roles & expectations

- Detailed board member job descriptions
- Individual annual goals
- Measurable board-level KPIs
- Personalized action plans
 - ◆ Align with members' skills & networks!



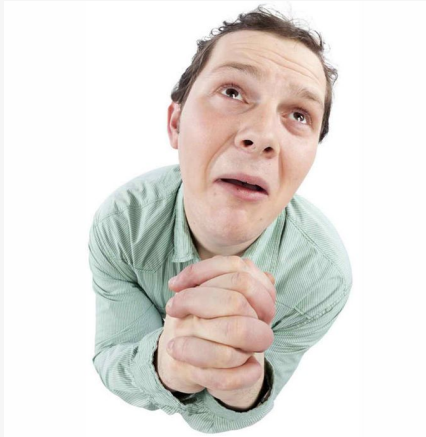
Success Requires a Plan

- Goals
- Strategies to reach goals
- Assignment of responsibility
- Budget
- Evaluation for ROI



The Fundraising Myth

Fundraising \neq **Begging**



Fundraising = **Change the World**



Reframing the Board's Role:

- **Ambassador:** cultivate connections and introduce new people to your organization
- **Connector:** connect your organization to you networks and bring donors TO the organization
- **Solicitor:** yes, some board members may actually like to ask potential and current donors to invest in the work of your organization
- **Steward:** to look after and make decisions about
 - ◆ Goal: Donor retention. **It costs as much as 5 times as much to find a new donor than it does to solicit an existing donor!**



Don't talk about
WHAT you do



- Programs
- Partners
- Statistics

Talk about **WHY**
you do it



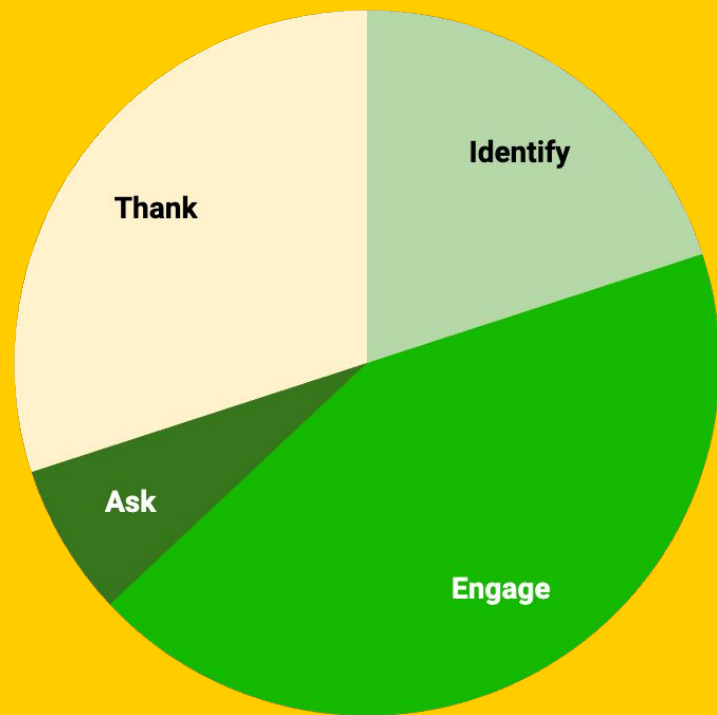
- Why is the work you do important to the community?
- How does this impact people's lives for the better?
- What's the tangible impact?



The Fundraising Process



The Fundraising Cycle



A Word About Thank You

- Studies show that a thank you phone call boosts first-year donor retention AND increases their giving.
- Donors receiving a thank you call from a board member within 24 hours of making their gift gave 39% more! (*Penelope Burk*)
 - ◆ 14 months later, those donors gave 42% more than donors who didn't get the call and they had a 70% retention rate!

Thank yous can be incredibly powerful boosts to your fundraising results – helping to retain donors and generate larger gifts!



Creating a Culture of Philanthropy



- Shared Responsibility
- Integration with mission
- Fundraising as engagement
- Strong donor relationships



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HEAR FROM A BOARD MEMBER



Jon Meck

**Food Rescue Hero
Board Member**

Bounteous



HEAR FROM A CEO



**Heather
Stewart**

Kentucky Harvest



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Guest speaker!





Peer-to-Peer Fundraising: Leveraging Your Volunteers

MARCH 20 | 2PM ET



GUEST SPEAKER



Danielle DeWitt
VP of Advancement





Making greater impact, together.



FoodRescueHero.org