



*FOR BOARD MEMBERS ONLY ...
9 SURE-FIRE WAYS TO JUMP START BOARD
FUNDRAISING!*

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As volunteers, even for those of us who are most committed to an organization's mission, it's important to remember a little something about human nature ... people can feel inadequate, threatened or even traumatized when asked to do something with which they are not familiar or comfortable. This concept might best explain why so many of us who serve on nonprofit Boards will not actively seek donations for the cause.

So here are eight practical ideas that just may help to motivate us and other well-meaning Board members so that we will be successful in the oft-times daunting task of raising charitable funds.

Idea #1: During the annual appeal, set up a challenge gift – for example, publicize the fact that you will give \$5 for every \$25 donated or you will match every \$50 gift up to a specified number of gifts. Also, add hand-written notes to solicitation letters when you know the prospective donors --- mention that you're a member of the board of directors and hope they'll join you in supporting this worthy cause.

Idea #2: On a regular basis, share selected names from groups or other organizations you belong to and/or compile a prospect list of people you know would be interested in the organization and have the ability to make a gift. (One caveat – if you plan to share full lists from other organizations, first make sure that its okay with those organizations, since lists from religious congregations, country clubs, civic organizations, etc. are often considered to be for the exclusive use of members only.)

Idea #3: Give the organization needed in-kind gifts either yourself or through a personal or business connection – still serviceable office equipment and supplies are just two examples.

Idea #4: Invite people to your birthday party and ask that, in lieu of gifts, they each make a donation to your organization.

Idea #5: Serve as a speaker for the organization at Rotary, Optimists, Lions or other civic clubs, and be prepared to tell them how they can help your organization with gifts of time and money.

Idea #5: Give the organization a one-year interest-free loan. At the end of the year, the organization has reaped the interest earned on the loan and/or used the funds to build organizational capacity and you get your initial money back.

Idea #6: Lead, or get a friend to lead, a nature walk, historical or architectural tour, sailing trip or horseback ride. Charge at least \$50 per person and give the proceeds to your organization. Provide some refreshments to encourage socializing and, perhaps, donate these so that all proceeds are given to the organization. Let participants know that you will be donating proceeds and why you are doing this.

Idea #7: Teach a seminar on a topic in which you have expertise – organic gardening, knitting, proposal writing, gourmet cooking, dog obedience / grooming, etc. Charge at least \$50 per person for a minimum of 10 people. Once again, if you donate the cost of any expenses the gross proceeds will go to the organization; let people know that all proceeds will benefit the organization and why.

Idea #8: Open doors to staff and other organizational volunteers by introducing them to people of influence and affluence that you know – you're just making the introductions, not making the "ask".

Idea #9: Of course, there is always the old stand-by ... give a donation yourself – leading by example while encouraging others to do so will surely reap the just rewards that your organizations so richly deserve and need to advance their missions.

With a brief brain-storming session, your Board and staff can probably come up with many other ideas that will enable Board members to begin to take up the fundraising banner and get use to asking people to support the causes they so passionately believe in.

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