

Three Levels of Fundraising Involvement for a Board

- **Level 1: Build the Foundation for Fundraising**

Level One demands little personal risk. This most basic level involves activities the Board accomplishes as a group such as setting strategic fundraising goals and deciding priorities. Level One activities are basic to the process and without them donor cultivation and solicitation is not always successful.

- **Level 2: Gathering Momentum Through “Friend Raising”**

Level Two outlines numerous ways board members can support prospect cultivation and outreach. For some Board members, Level Two activities will stretch both their vision and capabilities, making their service more productive. This is where Board members become active in “friend raising”. Board members help donors and prospects learn more about the organization as they share their conviction about its mission and services.

- **Level 3: Commitment and Solicitation**

Level Three focuses on the sensitive topics of personal giving and asking others for monetary gifts. Focused relationship building, as a prelude to making “the ask”, is an important part of Level Three’s action guidelines. At this level, Board members will be asking others to share their time, talent and treasure – or work, wisdom and wealth – which are all needed for effective fundraising. Board members should think of each one-on-one solicitation as a continuation of their training. Even unsuccessful solicitations can be useful if the Board member uses this as an opportunity to fine tune their approach.