

THE ROLE

of Board & Staff in Fund Raising

For Organizations of Any Size

BOARD

GIVE

Any non-profit, no matter the size, should receive full support from the board in the form of a financial contribution. The key isn't how much, it's that 100% support on behalf of the board is needed.

REVIEW UNDERSTAND & APPROVE

Review, understand and Approve all fundraising campaign materials, plans, committees, goals and strategies.

ENDORSE & PROMOTE

Promote the organization's value to the community, endorse its activities and commit to its mission.

PROVIDE ACCESS

Boards provide access to new prospective Donors through introductions, bringing donors to events and opening the door for the fundraising team to connect.

SOLICIT

Boards, when appropriate, will raise funds for the organization.

STAFF

INFORM

Provides statistics and information about the organization, prospects, programs, follow-ups and other important details.

CREATE

Creates fundraising material and collateral, plans, proposals, etc...

COORDINATE

Coordinates all functions, techniques and activities associated with fundraising. Sends notices and reminders to schedule and implement events and meetings.

SOLICIT

Works with the board to solicit support from donors on behalf of the organization.

FOLLOW UP

Ensures adequate amount of contact is made with donors to foster relationships and develop loyalty for the organization.

TRAIN AND SUPPORT

Trains and supports the board regarding their role in the process of fundraising.

WORKING TOGETHER

Many of the roles and responsibilities for successful fundraising are shared between the board and staff. Always remember, there is no true one size fits all scheme for any organization, just frameworks that you tailor to fit the needs and culture of your organization...Use the information provided above to start a conversation between you and your board, then build on developing your culture into what will provide optimum impact and successful fundraising.



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