

## Fundraising 101 for Board Members

Your responsibilities as a Board are governing the organization and ensuring that it succeeds in its mission. This includes making sure that it has the resources required to carry out that mission. In a nutshell, the Board must assist in fundraising in order to continue to provide the programs offered by the organization.

**The good news is that you don't have to do it all yourself.** Work with your staff and volunteers to develop and execute a successful fundraising program.

Consider these 6 principles of giving:

1. People give money because they want to.
2. People usually don't give unless they are asked.
3. People give to opportunities, not needs.
4. People give to support success, not distress.
5. People give to make a change for the good.
6. **People give to people.**

By being an active Board member and learning a few easy techniques, you can have a big impact on ongoing fundraising activities. I encourage you to participate: attend not only Board meetings, but special events and recitals so you can hear and see the wonderful things the organization is doing.

**Technique 1: Raise money for the clients, not the organization.** Learn to talk about the organization in terms of its clients and their needs, not the organization's needs.

**Technique 2: Tell the stories.** Learn to tell a story or two about the great things happening at the organization. Tell about an experience you've had.

**Technique 3: Speak from your heart.** Learn to talk about the organization with all the passion of your heart. If you believe strongly in this organization, others will, too.

How you as a Board Member can raise money without actually asking anyone for anything.

- **Make your own gift first.** You'll be much better at asking someone else for money if you have already given yourself.
- **Think of people you know.** Think about your family, your neighbors, people you do business with, people you have fun with. They are all great potential donors.
- **Talk to people about the organization.** Tell at least one person each week about your experiences with the organization.
- **Invite the Executive Director to speak to your civic group, church group, or other similar opportunity.** By putting the staff in front of a crowd, you are helping spread the word about the organization.

