



Whining and Moaning and Groaning.... Engaging Your Board & Volunteers in Fundraising



Presented By:
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Penelope Burk tells us that the number one reason people make major gifts giving decisions has a whole lot to do with the presence of “leadership volunteers.”

A truism



All of your volunteers
and board members
are total saints



I am not going to tell you that
Boards have only two roles:



The role of governance
and

The role of **\$UPPORT**



I am going to talk to you
about our most precious
commodity

It is our energy



The Secrets to Success

1. Stop Whining
2. Keep your sense of humor
3. Remember – Slow and steady
will win this race!





Can we change attitudes?

If **No**

Then you are on your own



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If **YES**

1. Enlist the Chair of the Board as your new very best friend
2. "Worry" with her

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3. Create a simple list of Threes:

- ~Three volunteer/board member names
- ~Three prospects for solicitation
- ~Three programs/projects to be funded

Go back to Basics



1. Assume that those three volunteer/board members know nothing about how to raise money
2. That means you get to teach them how to do it right
3. Spend time with them at lunch, dinner, delivering food.....



4. Remind them why they are involved
– cause it's the MISSION stupid!!
5. Remind them that the most powerful words in fundraising are "Join with me"



6. Remind them that building great campaigns requires building great relationships and that takes time!!!

Rinse and Repeat!!!!

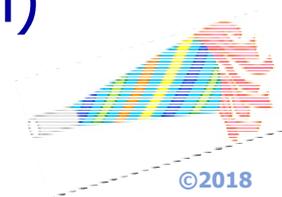


- Create a new list of Threes:
- ~Three volunteer/board member names
 - ~Three prospects for solicitation
 - ~Three programs/projects to be funded

Some Creative Ideas



- ❑ The "Picture" Board
- ❑ Competitive Appointment making
(at an Appointment-a-thon)





Do you believe in your mission???

Do you believe your organization
is making the world a better place???

THEN.....



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Thank you and I would love to see you again!

Jane

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