

# Getting Your Paws on More Money

## Board Member Engagement in Fundraising



**Humane**  
  
**Network**  
*Shelter Success Simplified*

## Board Member Engagement in Fundraising

### **This presentation will cover:**

- Helping to overcome the fear of fundraising
- Sharing the fundamentals of fundraising with your board of directors
- Things board members can do to raise funds
- Creating a framework for board participation in fundraising that works for each board member



# Overcoming Fear of Fundraising

**Fundraising sounds  
intimidating,  
but it is a skill you can  
learn.**





# Overcoming Fear of Fundraising

Fundraising is all about creating relationships



# Overcoming Fear of Fundraising

*“Enthusiasm is contagious.  
Start an epidemic.”*

– Don Ward





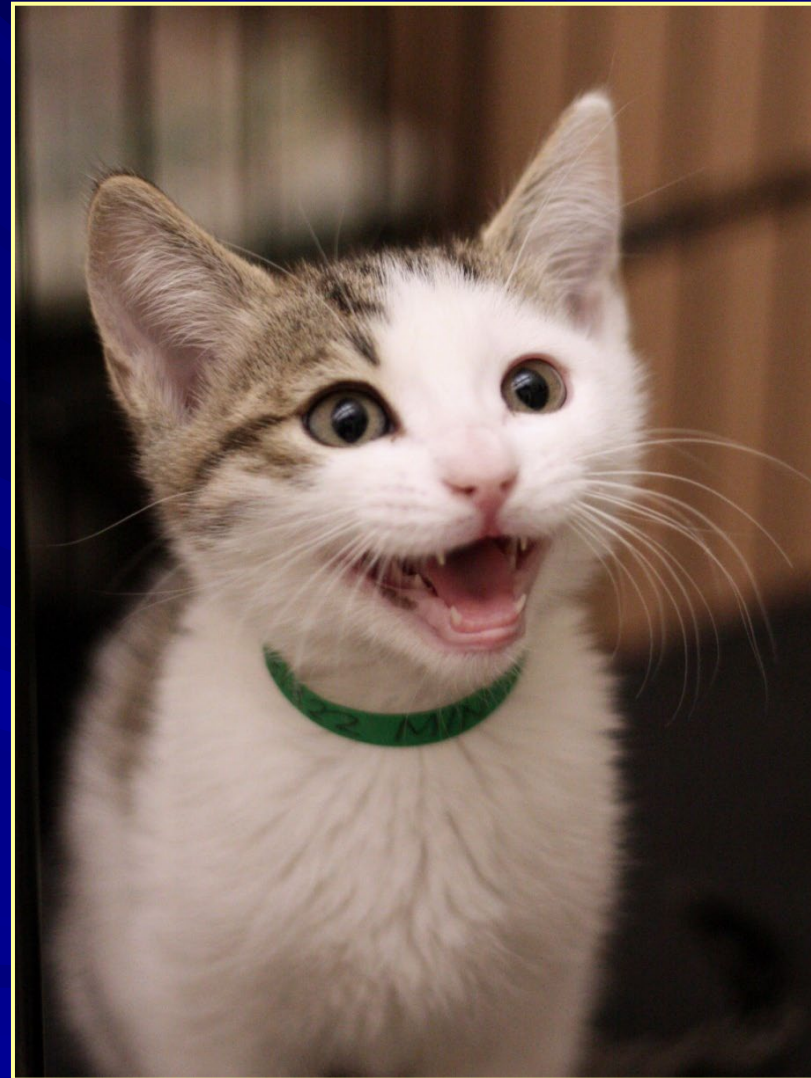
# Overcoming Fear of Fundraising

*"I feel uncomfortable"*

## **Remember:**

People feel good when they give money to a cause they care about.

You are giving people an opportunity to make a difference, to help animals in need, to save lives.



# Overcoming Fear of Fundraising

*"I feel uncomfortable"*

**Remember:**

You are not asking for yourself,  
you are asking for the animals.

Money = precious lives saved

Animals touch your heart. Focus  
on them and you will touch  
others' hearts too.



# Overcoming Fear of Fundraising

*"I feel uncomfortable"*

**Remember:**

Your love for animals is greater than your anxiety.

You can help fundraise without being the one to make "the ask."





# Overcoming Fear of Fundraising

*"I feel uncomfortable"*

**Remember:**

You do not have to know rich people.

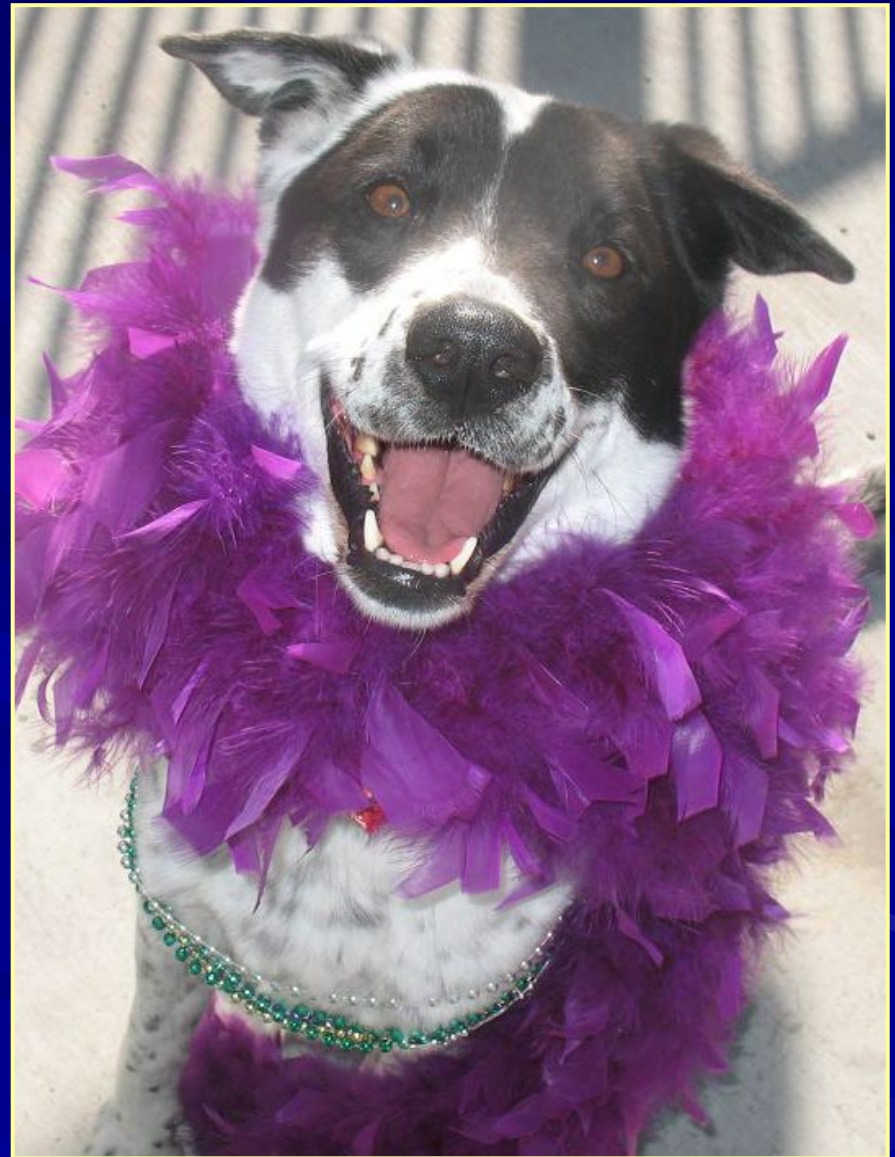


# Overcoming Fear of Fundraising

*"I feel uncomfortable"*

## **Remember:**

By making a meaningful gift yourself, you are not asking anyone to do something you have not done yourself AND you are able to share why you support the organization.





# Overcoming Fear of Fundraising

*"I feel uncomfortable"*

**Remember:** Tell a story.



**"Donors tend to give twice as much when presented with a story about an affected individual, as opposed to reading abstract numbers of the overall scope of a problem." — Network for Good**

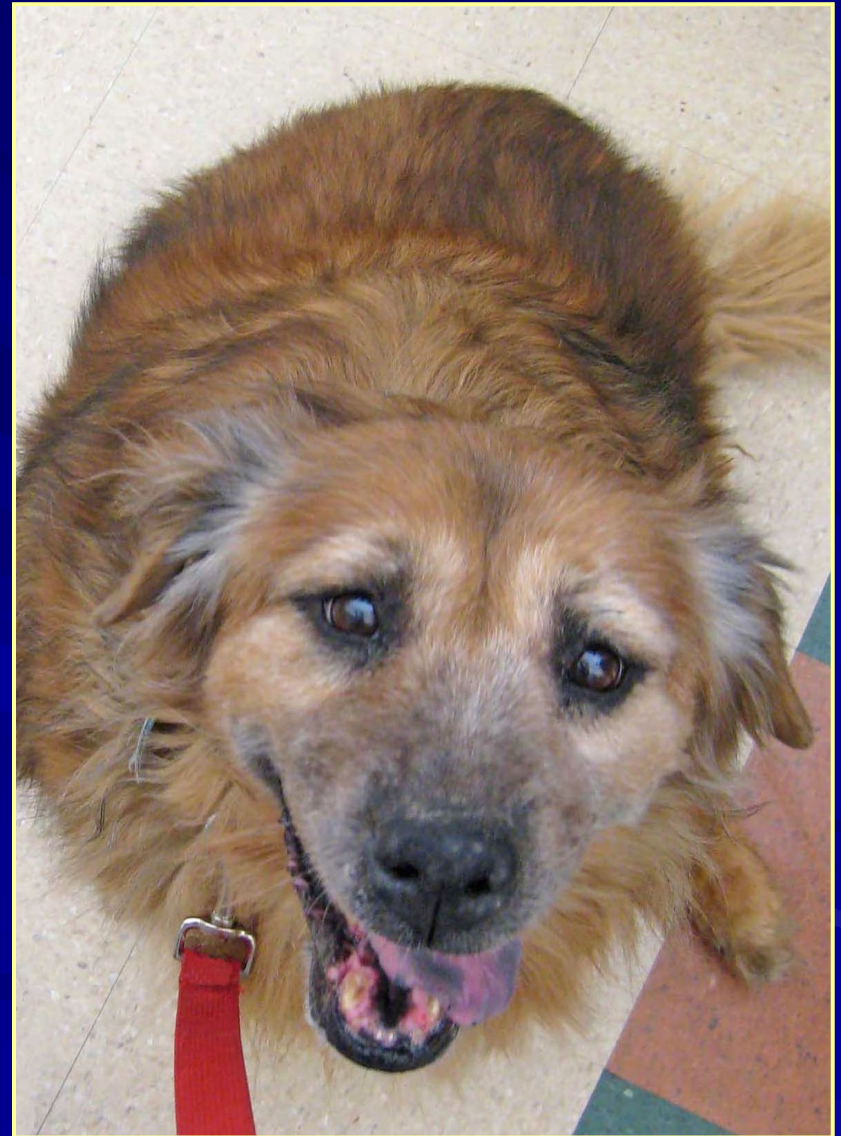


# Overcoming Fear of Fundraising

*"I feel uncomfortable"*

**Remember:**

You are inspiring giving which benefits the giver by helping them fulfill their personal values.



# Overcoming Fear of Fundraising



**“Fundraising  
is the gentle  
art of  
teaching the  
joy of  
giving.”**

**-Hank Rosso**



# Sharing the Fundamentals with Your Board

“Do good work, tell people about it, ask them to help.” – Richard Avanzino





# Sharing the Fundamentals with Your Board

How are most  
nonprofits  
funded?



# Sharing the Fundamentals with Your Board

## Charitable Giving for Most Non-Profits

**Other**

**Bequests**

**Grants**

**Events**

**Individual Gifts**



# Sharing the Fundamentals with Your Board

Board members need to understand your financial needs and the fundraising plan

## Sample Fundraising Plan for a Small to Mid-sized Organization

### Fundraising Development Plan Sample

Organization Name \_\_\_\_\_

Date \_\_\_\_\_

Case for Support (foundational wording for fundraising communications)

- What we do (mission/goals - high-level, compelling)
- Why donors should support organization
- Invite donors to help

Ongoing:

- Develop and maintain website including donor interface, virtual donor wall, shopping donation section, etc.
- Twice-monthly Enewsletter
- Database of donor and supporter contact information, using Little Green Light
- Plan multiple promotional videos, virtual tour, local celebrity endorsements, success stories
- News releases
- Active Facebook and Instagram (behind-the-scenes focus on Instagram)

Focus areas for this year:

- Photo contest via GoGo photo for mural
- Promote donor tile wall
- Create advisory committee to help make personal contacts to seek funding
- Four direct mail appeals
- End-of-year fundraising - e-blasts in December (Saves and Clock is Ticking)

FUNDRAISING PLAN FOR 202\_\_

Approach

Create a fundraising calendar that includes dates for mailings, email communications, social media, donor calls, etc. so that progress can be monitored and things don't fall through the cracks. (Calendar needs to include quarterly review of each goal and progress toward them so there is time to adjust and ensure nothing is missed, which could result in a funding shortfall.)

Fundraising Goal: \$\_\_\_\_\_ raised by end of 202\_\_

Strategies

- **Direct mail**
  - o Goal: \$\_\_\_\_\_
  - o Four mailings, develop a theme/focus for each: March, June, September, and November
  - o Expand donor mailing address and email list
  - o Refine thank you process and implement thank you calls
- **Email communications and online giving**
  - o Goal: \$\_\_\_\_\_
  - o Create timeline, format, and plan for bimonthly email communications with donors and supporters

[www.humanenetwork.org](http://www.humanenetwork.org)



- o Finalize donation "shopping" function on website for supplies & equipment
- o Create/execute end-of-year campaign (Saves and Clock is Ticking)
- o Develop other online fundraising options

#### • Donor cultivation and major gifts

- o Goal: \$\_\_\_\_\_
- o Create a plan for major gifts fundraising including calls and recognition
- o Develop a plan to encourage monthly giving
- o Consider pay-it-forward donations
- o Naming opportunities

#### • Social media

- o Goal: \$\_\_\_\_\_
- o Develop specific social media campaigns – mix of: animal success stories, informational/helpful, fun, sweet, amusing photos, requests for help
- o Create plan and timeline for postings

#### • Honor/memorial tiles

- o Goal: \$\_\_\_\_\_
- o Create ongoing and special promotion plan (virtual and real donor wall), including website and social media
- o Create/market tile gift packages

#### • Photo contest (online for mural)

- o Goal: \$\_\_\_\_\_
- o Plan, execute, promote. Use Gogo Photo platform

#### • Events

- o Goal: \$\_\_\_\_\_
- o Schedule & plan events
- o Event 1 \_\_\_\_\_
- o Event 2 \_\_\_\_\_
- o Event 3 \_\_\_\_\_
- o Giving Tuesday
- o Tabling at community events: select, register, recruit volunteers

#### • Grants

- o Goal: \$\_\_\_\_\_
- o Research and track grant opportunities via Instrumental
- o Create standard components for easy assembly

#### • In-House

- o Goal: \$\_\_\_\_\_
- o Develop in-house donation promotion (add on donation with services- include staff training and incentives, promotional materials, donation boxes etc.)

#### • Corporate or Local Business Giving

- o Goal: \$\_\_\_\_\_
- o Develop a list of ten prospect businesses and plan outreach to them (seek personal connections)
- o Employer matching – ask current donors
- o Sign up for Amazon Smile, Smith's Inspiring Donation and other similar programs
- o Explore eligibility for Combined Federal Campaign and other programs

#### • Bequests

- o Goal: Results will be seen in future years
- o Develop literature and online components for a bequests campaign
- o Distribution plan for materials (online and/or print)
- o Plan presentation with local financial planner



# Sharing the Fundamentals with Your Board

## Fundraising plan should cultivate a variety of audiences

- **Current supporters** (appeal letters, e-newsletters, volunteer opportunities)
- **Others who care about animals** (outreach tables, brochures, media coverage)
- **The public** (fees for services, sale of goods, special events)
- **Businesses and foundations** (grants, matching gifts, in-kind donations, sponsorships)



# Sharing the Fundamentals with Your Board And include a thank-you process



October 18, 2011

Carolyn Ardalan  
9900 Wilbur May Pkwy. #801  
Reno, NV 89521

Dear Carolyn,

Thank you so much for your very generous gift of \$100.00. Please know that we to work right away saving precious lives at Nevada Humane Society. We truly ca enough for thinking of the animals!

Nevada Humane Society is a no-kill shelter, but we are also so much more. We a strides toward achieving our no-kill community goal and making our community nation for homeless pets.

This year, we are on track to find even more great new homes for dogs and cats t Thanks to you, we are here for the animals who need us the most – those who hav abandoned, lost, or injured. Even the very young, old, and sick animals are saved shelter, made possible by your generosity.

Your gift is a true lifesaver for the over 10,000 orphaned pets in need of care and come through our shelter each year.

Thank you so much, from the very bottom of our hearts, for your kindness toward the animals!

With very best wishes,

  
Bonney Brown  
Executive Director  
Nevada Humane Society

*Carolyn,  
Great meeting you at the  
Pets Alive tour! Thank you  
so much for your wonderful  
generosity for the animals!*

*Nevada Humane Society is a no-kill shelter creating a no-kill community.  
Our work is made possible through your support!*

2825B Longley Lane • Reno, Nevada 89502 • 775-856-2000 • Fax 775-284-7060  
nevadahumanesociety.org



## Certificate of Appreciation

### *Katie Lou Hickman*

Thanks for your outstanding support through the  
2011 Walk for Animals

Executive Director

Date



# Sharing the Fundamentals with Your Board

## Board members need to know about:

- The organization's mission and goals
- Key strategies and any special initiatives
- Key messages, talking points, or case for support
  - The needs the organization meets for the community
  - Key programs that meet these needs
  - Success stories that demonstrate your work and create an emotional response





# Things Board Members Can Do to Raise Funds

Cultivate existing donors to give more

It's not as hard as you think.

One way to get started:

- Identify top donors
- Call them to thank them & discuss their past support for your organization
- Take careful notes
- Follow up with a personal card, note or email
- Create a special event or mailing for these donors
- Continue personalized cultivation



# Things Board Members Can Do to Raise Funds

## Cultivating Larger Gifts



### What is a high donor?

It depends upon your organization.

For one organization, it may be a \$100 donor and for another a \$5,000 donor.

# Things Board Members Can Do to Raise Funds

## Cultivating Larger Gifts

### Call donors for a friendly conversation



- “This is [your name] with [organization name]”
- “Thank you so much for your generous support for the animals. It has made such a huge difference.”
- “How are you and your pets doing?”
- “How did you become interested in helping animals?”

**Don't ask for money in this call.**



# Things Board Members Can Do to Raise Funds

## Cultivating Larger Gifts

Take careful notes – their interests, pets' names/species, family names, etc. – and add to the donor's file.



### Additional questions:

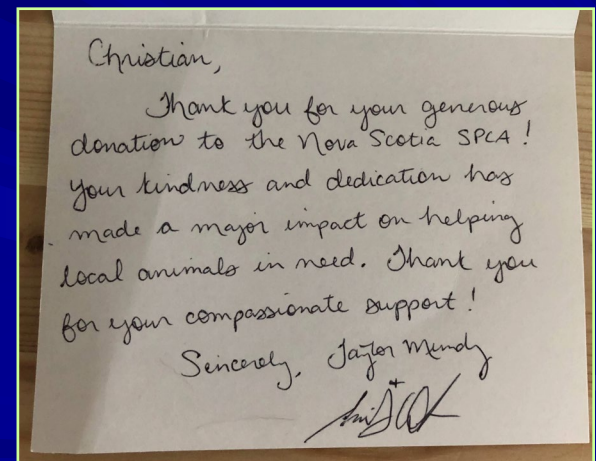
- Why did you first give to our organization?
- Why does this cause matter to you?
- What are the most important results you would like to see our organization accomplish?
- How would you describe our mission?
- What are you most passionate about and why?
- Can you tell me about your pets?

# Things Board Members Can Do to Raise Funds

## Cultivating Larger Gifts

### After the call:

- Send a warm personal follow-up email or card – thank them for their time and support and express that you enjoyed talking with them.
- Keep in touch periodically.
- Invite them for a virtual behind-the-scenes tour.
- Send customized appeal letters that match their interests.
- Invite them for coffee or lunch.
- Over time, plan an ask that fits with their interests.



# Things Board Members Can Do to Raise Funds

Examples of other things a board member could do:

- Send personalized holiday cards or make calls to thank donors.
- Make introductions to personal and business contacts (potential donors).
- Give presentations to community groups.
- Host a house party to raise funds.
- Learn to write grant proposals.
- Make a personal donation.
- Support an existing fundraising event by selling tickets or getting pledges.



**27 Ways to Cultivate Donors:**

<https://www.amyeisenstein.com/27-ways-cultivate-donors/>



# Things Board Members Can Do to Raise Funds

Two things every board member can do to help

1. On Facebook and other social media - “Like” and “Share” the organizations posts. This helps your organizations reach more people, because the more engagement the more people will see your organization’s social media posts. Time commitment: 5 minutes a week
2. Talk about the organization with friends, work colleagues, family and other contacts. Time commitment: No extra time - make it part of your normal conversation



# Create a Framework for Board Participation

Meet one-on-one with each board member

Answer any questions they have about the organization's:

- Budget and financial needs
- Development plan

Create together:

- Personal fundraising plan that supports the overall plan
  - Establish a personal goal OR commit to specific tasks



# Create a Framework for Board Participation

## Sample Personal Board Member Fundraising Plan

*insert your organization's name or logo*

### Board of Directors Fundraising Plan Form

January 1 to December 31, *insert year*

*insert current year* operating budget: \$ \_\_\_\_\_



Each board member will complete this form annually in conjunction with the board president, CEO/Executive Director, and/or Development Director.

Board Member Name:

Date:

#### PERSONAL COMMITMENT

Board members are each expected to make an annual financial contribution *of at least (insert amount) OR that is meaningful to them*. We ask that you consider an amount that represents a significant gift for you.

My personal donation for this year will be \_\_\_\_\_ and I will make my gift:

One time by (date) \_\_\_\_\_ or  4 quarterly payments or  12 monthly payments.

Additionally I will:

purchase event tickets (quantity) \_\_\_\_\_.

Sponsoring an event.

Include *organization name* in my estate planning.

I would like to have a conversation regarding including *organization name* in my estate planning.

#### FUNDRAISING COMMITMENT *You may suggest a minimum number of tasks for board members to commit to completing this year.*

I will do the following by the end of this year:

Provide a list of personal contacts to build the organization's contact list.

Make personal introductions to personal and/or business contacts.

Participate in donor meetings (talking about the organization, not asking for money).

Make thank you calls to donors (does not involve asking for money).

Send personalized handwritten thank you notes/cards to donors.

Sell event tickets or obtain event pledges *(if you have a pledge event)*.

Seek sponsors for events.

Arrange and/or make presentations to community groups.

Obtain auction items *(if you have an auction)*.

Host a house party or small get-together at my home to promote the organization.

Share targeted fundraising email and social media messages with friends, colleagues, and family.

Identify and make business/corporate and/or foundation contacts.

Create a third-party event with a business partner (e.g., percentage of sales for a day or week).

Write grant proposal and/or identify local family foundations.

Make media connections and/or connections to local celebrities or officials.

Table at events to grow the USPS mail and email lists.

Help organize a specific program or fundraiser, such as an online photo contest, memorial donation program, monthly giving program, planned giving, end-of-year giving, or other specific program the organization approves.

Other ways I plan to support fundraising efforts.

- o \_\_\_\_\_
- o \_\_\_\_\_
- o \_\_\_\_\_
- o \_\_\_\_\_

\_\_\_\_\_  
Board Member Name and Signature

\_\_\_\_\_  
Board President/CEO/ Development Director Name and Signature

\_\_\_\_\_  
Date



## Board Member Engagement in Fundraising



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is the gentle  
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**-Hank Rosso**

## Board Member Engagement in Fundraising

**“Do good work,  
tell people about it,  
ask them to help!”**

- Richard Avanzino





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