

Activate Your Board and (Other) Volunteers to Raise Funds

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Anne K LaRock FRC LLC
Strategic Planning and Fund Raising Counsel

About Annie LaRock

For over 25 years in New York City:

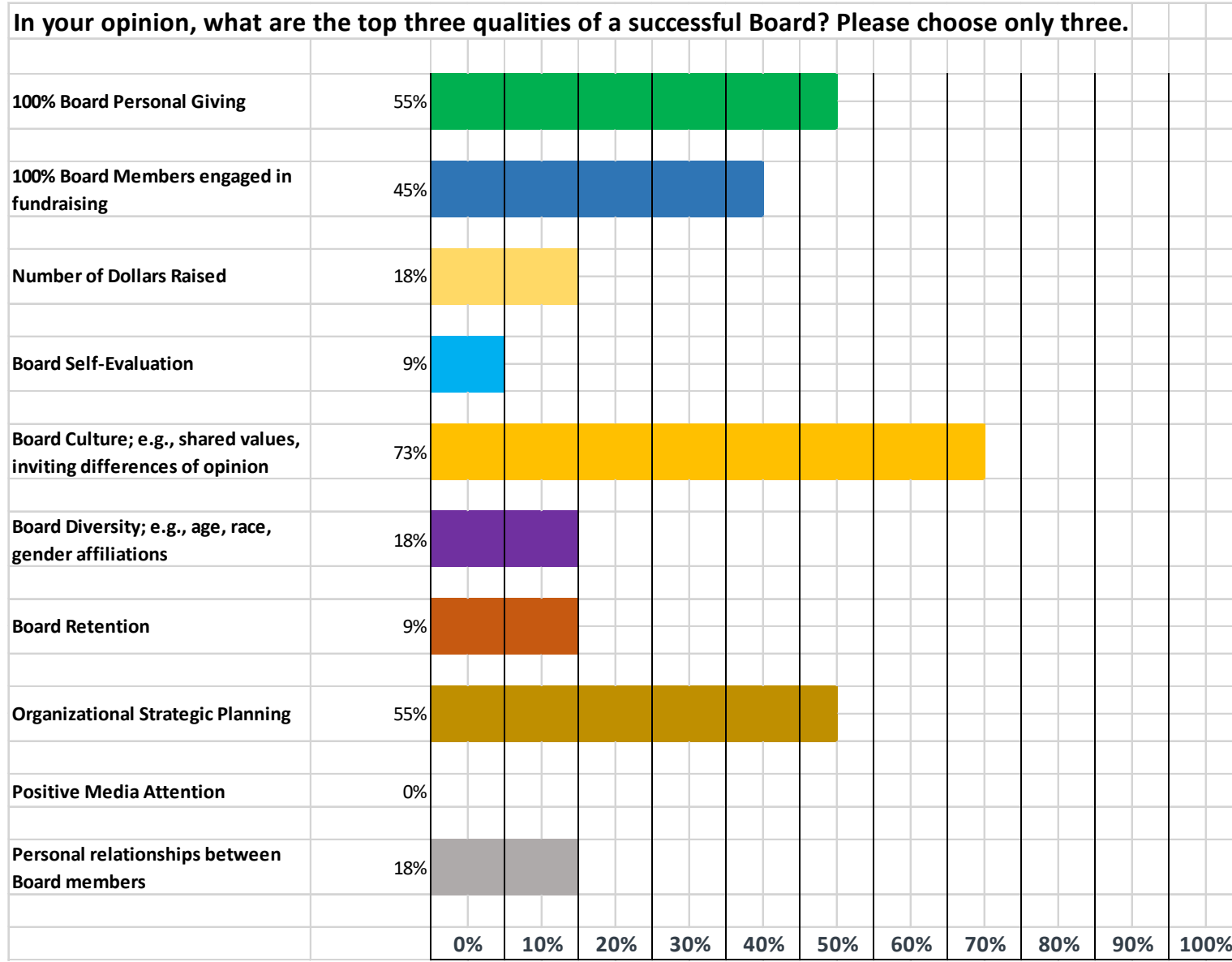
- Chief fundraiser for organizations such as the International Center of Photography and Martha Graham Dance Company.
- Consulted for NAACP Legal Education and Defense Fund, Hazelden and Cooper-Hewitt, National Design Museum, Smithsonian Institution
- Served as a member of The Foundation Center's Fundraising Consultants Network.

In New Orleans since November 2005:

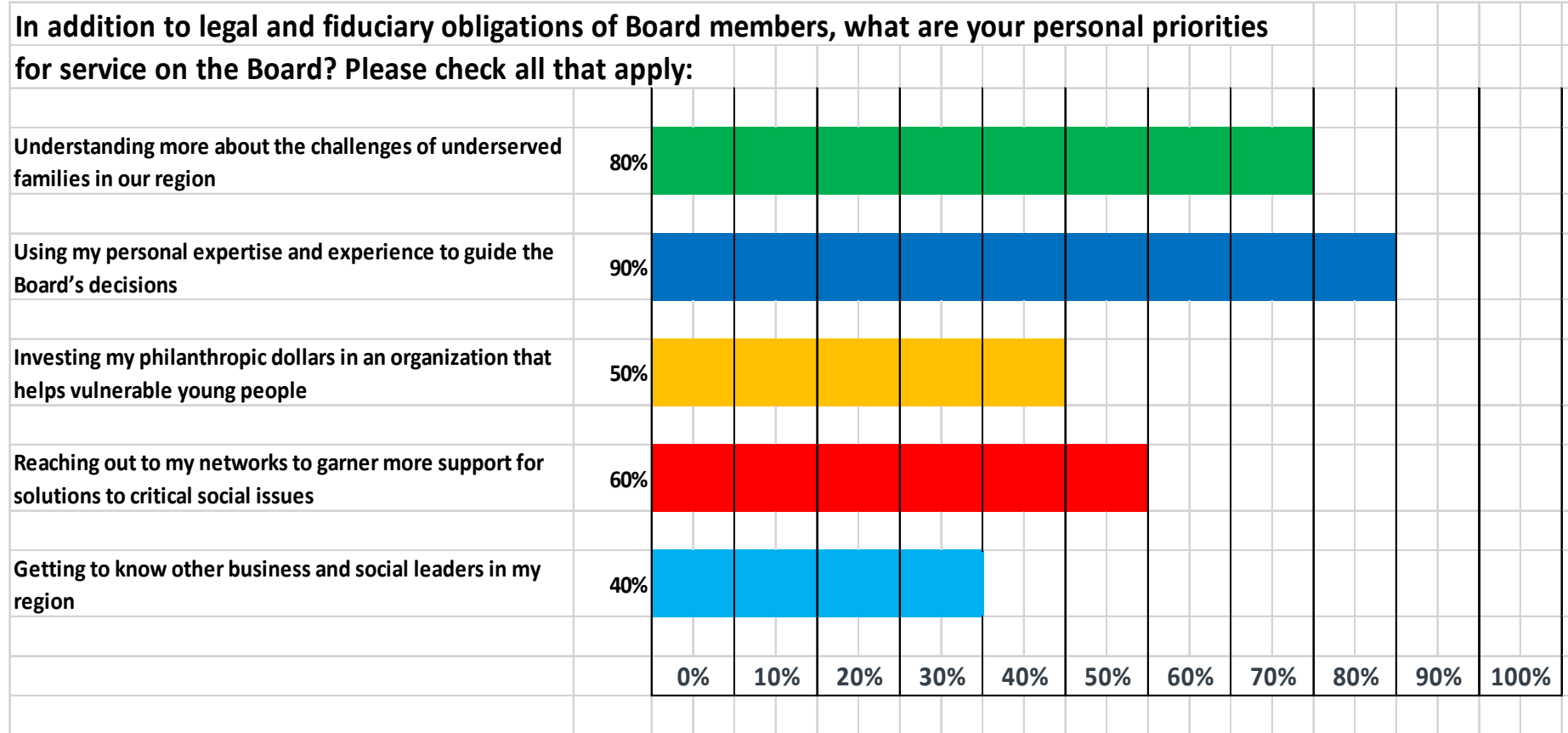
- Strategic planning facilitator for the Louisiana Art & Science Museum 2006 – 2018
- United Way's Director of National Philanthropy post-Katrina, raising funds for rebuilding and social services; promoted to Vice President for Community Engagement 2006-2011
- First Executive Director of the New Orleans Recreation Development (NORD) 2011-2018; Lead author of the National Recreation and Parks Association's Parks & Recreation Professionals Guide to Fundraising in 2020
- Consulted for Arts Council of New Orleans, Friends of WWOZ, Inc., Louisiana Endowment for the Humanities, UNITY of Greater New Orleans, New Orleans African American Museum, Boys & Girls Club of Metro Louisiana, Hermann Grima Gallier Historic Houses; Foundation for the Conservation of the Tropical Andes, SilencelsViolence, Friends of Grand Isle, The 18th Ward

**WHY DO PEOPLE SERVE ON BOARDS
AND WHAT DO THEY THINK IS
IMPORTANT?**

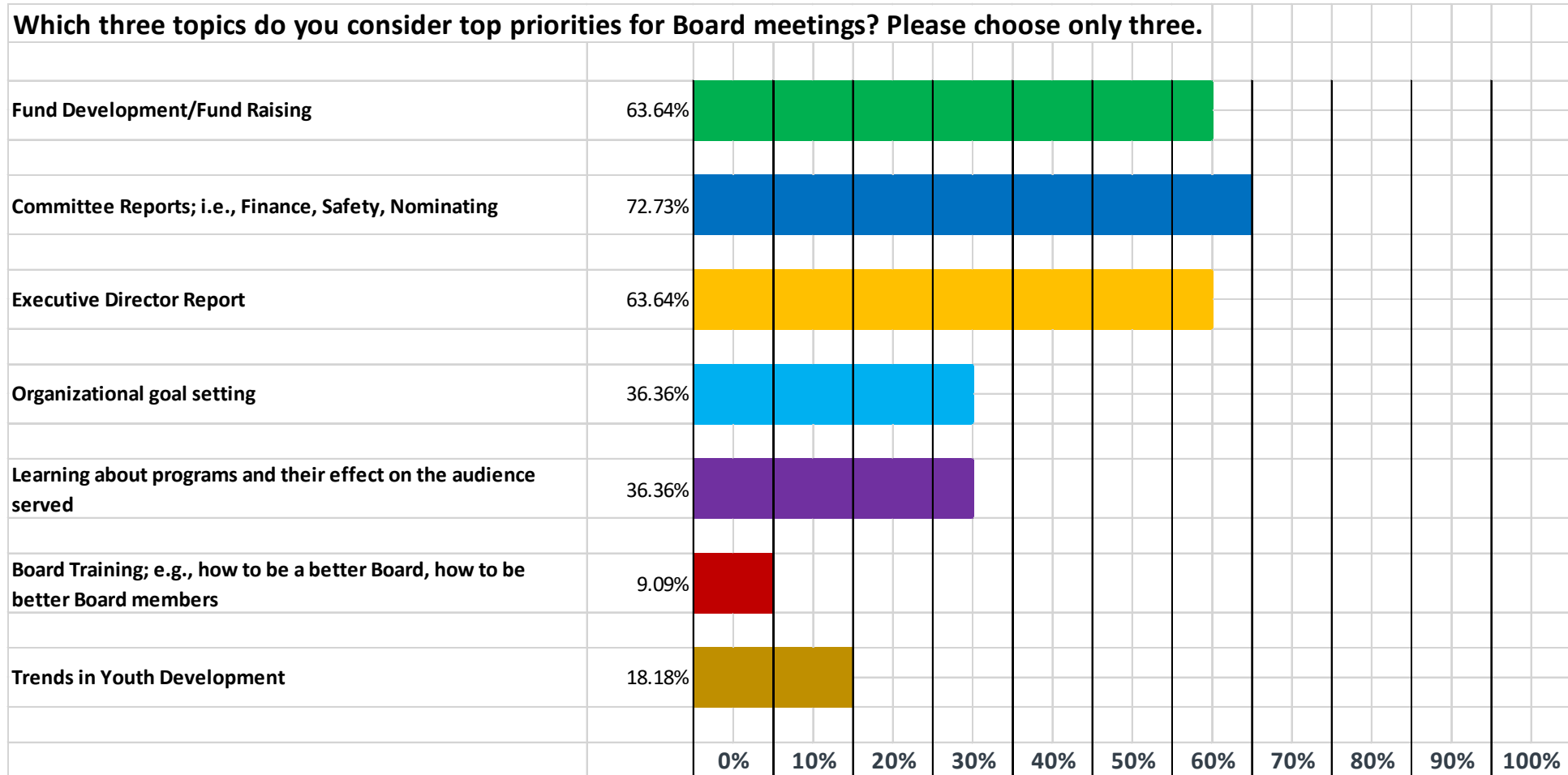
Board Questionnaire



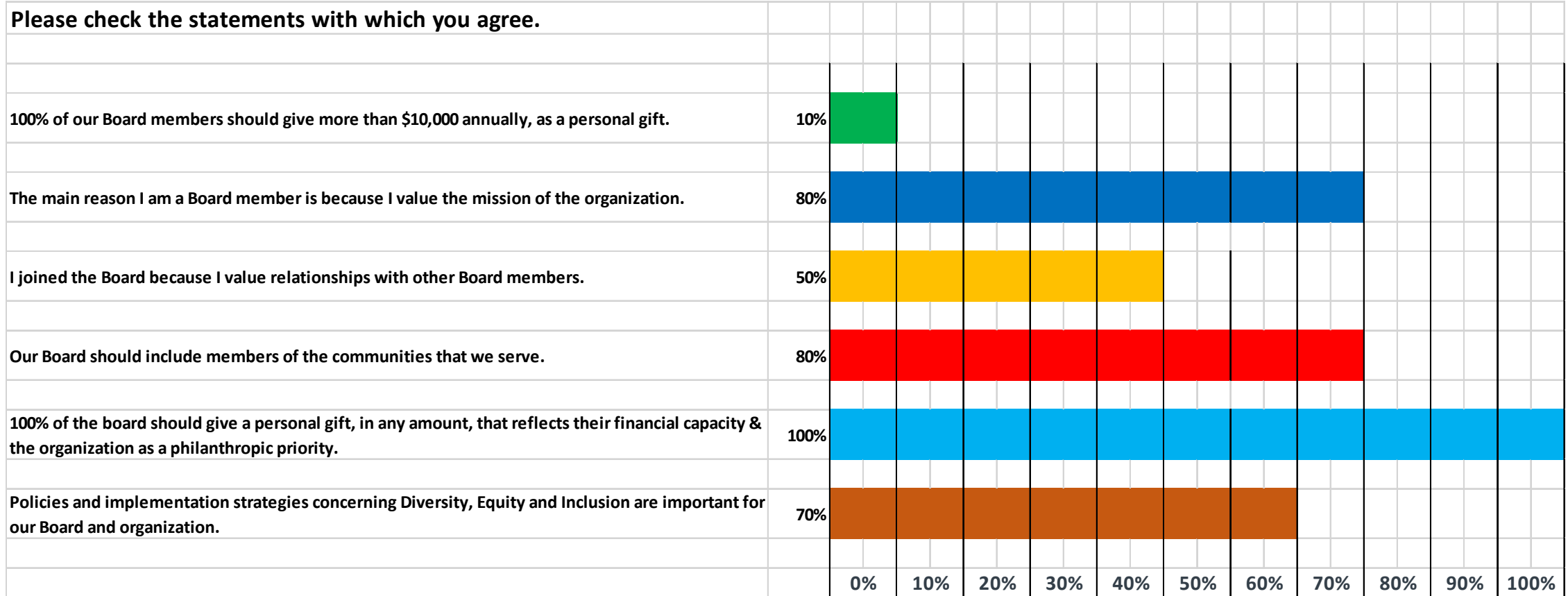
Board Questionnaire



Board Questionnaire



Board Questionnaire



**WHAT IS THE ROLE OF BOARD
MEMBERS IN FUNDRAISING?**

The Fund Development Team

- **The Board**
- **The Staff**
- **The Donors**

The Board's Role in Fund Development

- Fundraising is a major responsibility of a nonprofit board of directors.
- Successful Boards have members who model giving behavior for other prospects and donors to follow.

Why Do Board Members Contribute to an Organization?

- ✓ They have a strong belief in the organization's mission.
- ✓ They are excited to contribute **time, talent** and **treasure** to increase the organization's impact and advance its service to the public.
- ✓ They know the clear expectations for each Board member to make a personal, meaningful gift.

What Makes Board Members Willing (Eager!) to Raise Money?



What Helps Board Members Feel Confident About Asking for Gifts from Others

- ✓ They have tools, training and support.
- ✓ They are comfortable educating prospective donors about the organization's mission, impact and programs.
- ✓ They are confident that the organization will conscientiously manage the funds for the purpose for which they were given.
- ✓ They know that the Executive Director will report back to the Board and donors about the positive effects of their support.

The Staff's Role in Fund Development

The Executive Director is the head of the organization and subject matter expert.

The Executive Director is responsible overall for facilitating and managing a successful fund development program.

The Executive Director ensures sound and transparent financial practices.

The Executive Director ensures that programs and services are excellent, serve the public and align with the organization's goals.

The Staff's Role in Fund Development

The Executive Director works with Board members to identify, cultivate and solicit donors in addition to managing their own portfolios of funders and prospective funders.

The Executive Director consistently reports on “Return on Investment” to the Board and donors.

The Donors' Role in Fund Development

Donors judge whether an organization or project aligns with their personal or institutional (foundation) philanthropic goals.

Donors assess both the organization and proposed program/project in these areas:

- Impact
- Mission
- Legal Non-Profit Status
 - Leadership
 - Past History
 - Financials

Recommendations to Motivate Your Board to Raise Money

**BE SPECIFIC ABOUT
RESPONSIBILITIES AND
EXPECTATIONS**

Board Job Description

The Board of Directors of xxxx is a volunteer group of individuals who, to the best of their abilities, make policy and assume fiduciary responsibility for the full realization of the organization's mission, goals, stability and security.

Board Responsibilities

- Determination of the corporation's mission and purposes
- Selection of the President (or Executive Director)
- Supervision of the President
- Approval of the operating budget and any capital budgets
- Ensuring that effective organizational planning occurs
- Assuring that the corporation has adequate funding and other resources

Board Responsibilities

- Ensuring that the corporation manages its resources and programs legally, ethically, prudently and effectively and that the programs fall within the corporation's mission and purposes
- Enhancing the corporation's public image
- Assessing the corporation's, the President's, and the Board's performance on a regular basis.

Board Responsibilities

In other words:

1. Set the course (mission, vision).
2. Hire and evaluate the leader.
3. Ensure proper planning and resource development.
4. Be ethical, focused and effective.

Set Clear Expectations

As individuals, Directors are expected to:

1. Guide xxxx's development and planning.
 - Attend meetings of the Board of Trustees.
 - Actively participate on a Board committee that reflects personal expertise and interest.

Set Clear Expectations

2. Support xxxx philanthropically.

- Give an annual contribution for general operating support that reflects one's personal financial ability and xxxx as a philanthropic priority.
- Identify and help cultivate prospects by hosting cultivation events and facilitating fundraising introductions.
- Support special events with table and/or ticket purchases.
- Provide pro-bono assistance when able (including in-kind products and services).

Set Clear Expectations

3. Participate in xxxx's programs and outreach.
 - Recruit volunteers for xxxx committees and programs.
 - Attend, and encourage others to attend, xxxx events.
 - Represent xxxx as ambassador to other groups, organizations and individuals.

Set Clear Expectations

AND

4. Help recruit and maintain a strong and diverse Board of Directors.

Set Clear Expectations

In other words:

1. Show up.
2. Support the cause.
3. Get to know the work.
4. Surround yourself with other great Board members, representative of the community, who will do the same.

Share this description when recruiting new Board members and use it to evaluate individual Board member performance each year.

What Volunteer Board Members and Non-Board Volunteers Need to Be Successful:

1. Share the Mission
2. Understand Their Role
3. Participate in Training
4. Feel Part of the Team
5. Practice with Talking Points
6. Respect for Their “Non-Volunteer” Life

An Exercise with Volunteers

1. Express the mission in your own words.
2. Talk about what you do for the organization.
3. What more do you need to know about our work?
4. Here are three programs for which we are raising money.
5. Develop three talking points to share with others.

Board Member Individual Fundraising Plan

We need Board members to **help us as ambassadors, for us to become better known in our community.**

Bring the Executive Director to a business or social gathering to talk about the program.

Inform your friends on social media of ways to support this program to which you are deeply committed.

Recommendations for Each Board Member, starting tomorrow

Every Board member, who has not done so already, make a personal financial commitment to be paid by the end of the year.

Every Board member cultivate at least three donor or member prospects by the end of the year.

Host small cultivation events to introduce prospective donors and members to your organization.

Socially distanced “Meet and Greet” gatherings
Zoom presentation/conversation
Meeting at a place and time of the donor’s convenience
Breakfast or luncheon with a group of interested people

Thank You

Questions?

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Evaluation, please!

