



YOUR BOARD'S ROLE IN FUNDRAISING



Andrea Seale, CFRE
andrea@blueprintfundraising.com / 604-682-6582
www.blueprintfundraising.com
© Copyright Blueprint Fundraising and Communications

Principles for fundraising success

Fundraising is an
EXCHANGE of
money for social good

You have to **ASK**

RELATIONSHIPS
matter as much as
money

Good
STEWARDSHIP leads
to dedicated donors



Lessons from the best fundraising boards

1. Honest recruitment
2. Develop a fundraising plan that they can play a role in
3. Set them up for success with knowledge and practice
4. Have realistic expectations
5. Make it fun & show them some love!



All the fundraising possibilities

– Government grants

– Foundation grants

– Corporations

- Sponsorships
- Donations
- Gifts-in-kind

– Earned revenue

- Tickets, food & beverage
- Fee for service
- Workshops, rentals

– Partnerships with other nonprofits



– Individual donors

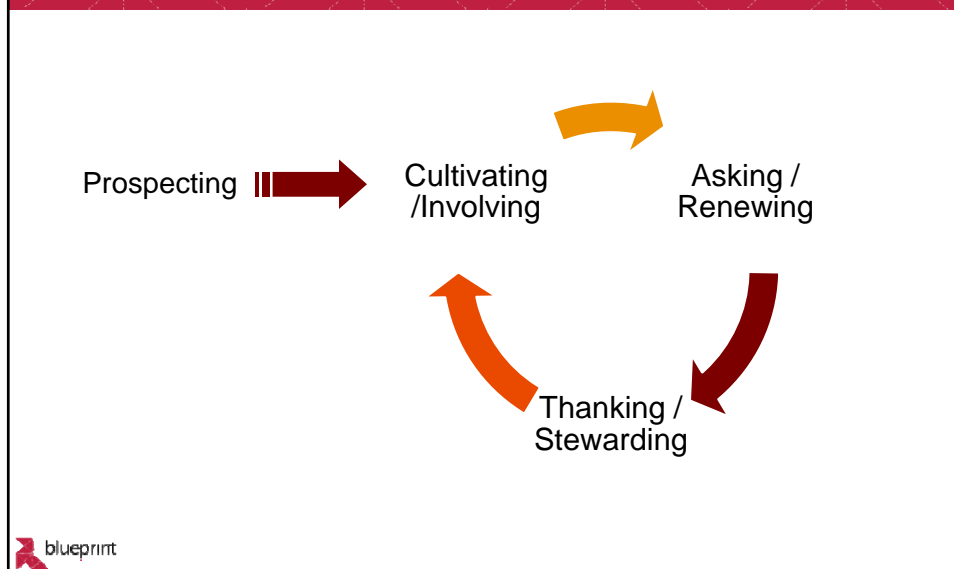
- Galas, dinners, events
- Collection plates/boxes
- Direct mail
- Tournaments, walks, runs, “thons”
- Online campaigns
- Major donor campaigns
- Peer-to-peer campaigns
- Planned giving, bequests
- Direct asks
- Memberships
- Telephone solicitation
- Canvas/street/door-to-door
- Draws, lotteries, auctions
- Advertising



The donor pyramid = sustainability



Brainstorm your fundraising cycle



Board fundraising involvement ideas

- Personal donation
 - Board fundraising campaign
 - Sell fundraising event and raffle tickets
 - Bring new people to an educational event
 - Help manage a mailing or sign letters
 - Organize a fundraising event
 - Network at community events / act as ambassadors
- Thank donors and sponsors
 - Suggest prospect ideas for staff
 - Recruit board members and fundraising committee members
 - Participate in professional development on fundraising
 - Make public presentations on your organization
 - Participate in planning for the future



Make your case: 7 facts in 70 seconds



1. Nutshell explanation of your organization (We are the only... newest... oldest... largest...)
2. Story of your creation
3. A surprising fact about your organization
4. The name of one or two funding sources
5. One of your current challenges (not \$) or problems you address
6. An example of your organization at its best
7. A glimpse of your exciting future



CanadaHelps.org
Giving made simple.

GivingPages

Andrea Seale's 2009 Giving Page

Hello fundraisers, [DONATE NOW](#)

This is simple way to raise money from your network. Make your own Giving Page, set a goal and ask people to give. Email the link to all those people that you have so generously sponsored in charity runs.

Andrea [Share / Save](#)

Fundraising Progress

Fundraising target: **\$1000.00**
Amount raised so far: **\$0.00**

Selected Charities **Donations Received**

The following charities have been selected by Andrea Seale:

BCSPCA **BC SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (BC SPCA)** [DONATE NOW](#)
SPEAKING FOR ANIMALS

DOXA **DOXA Documentary Film Festival** [DONATE NOW](#)



But I still don't like asking!!

- What's the worst that could happen?
- People and companies are going to give away billions of dollars this year. Ask for some and you'll get it.
- Expect to hear "no." Now you are one prospect closer to a yes.
- Your only job is to ask. If you ask in the best way you can, you've done your job.
- Giving makes people feel good.
- There are excellent reasons for donors to give.
- Gifts of every size and type are beneficial.
- You aren't asking for yourself. You are working on behalf of a worthwhile organization.



 blueprint

Additional resources

Grassroots Fundraising Journal
www.grassrootsfundraising.com

Charity Village How-To Library
www.charityvillage.com

Free PDF books by Ken Wyman:
Guide to Special Events Fundraising
www.pch.gc.ca/progs/pc-cp/pubs/e/Specev1.htm
Fundraising Ideas that Work for Grassroots Groups
www.pch.gc.ca/progs/pc-cp/pubs/e/Fr4gras1.htm

 blueprint