Activating Your Board in Fund Development

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Being “All In”*
*Ernie Ludy, Founder Medstat
Board Recruitment Process

1. Identify behaviors, competencies, abilities and skills
2. Assess current board, define gaps
3. Identify potential candidates
4. Engage potential candidates; connect with other directors
5. Assess against criteria
6. Solicit and provide stewardship
7. Committee reviews pipeline, makes decisions about next steps
8. Board conversation, share expectations
9. Nomination committee recommend
10. Board discusses, confirms
11. Candidate signs paperwork
12. Buddy assigned, orientation begins
Inspired, Joyful, Generous Investors
There is no “I” in Board Development
Board Roles in Fund Development

1. IDENTIFY
2. RESEARCH
3. PLAN
4. ENGAGE
5. ASK
6. CLOSE
7. THANK
8. STEWARD
It Begins with Identification

Board members play the single most important role in helping to increase the number of top prospective donors.
Filling the Pipeline

- Current and past donors
- Current and past board members
- Current and former staff
- Current & former Bigs
- Program Partners
- Event Participants
- Your Network of Contacts
- Families of Service Recipients
- Former Littles
- Vendors
- Community Members
- Who Else?
Identification Actions for the Board

Be available to share the BBBS story – practice articulating the BBBS vision with passion!

Actively participate in reviewing names from the current pipeline of prospects/donors

Open doors and make introductions – ask others they know to get involved

Build long-term relationships with BBBS and own network, not just yourself
Engaging & Building Relationships

1. IDENTIFY
2. RESEARCH
3. PLAN
4. ENGAGE
5. ASK
6. CLOSE
7. THANK
8. STEWARD
The Tarnside Curve of Involvement

*Tarnside Consultancy, UK*
Solving the Donor Puzzle

• Capacity to give
• Philanthropic motivations, values, and interests
• List of philanthropies and why
• Expectations
• Engagement and stewardship preferences

• Affinity with, knowledge of, cause (organization)
• Decision makers and process
• Profile of other decision makers
• Natural partners and connections
• Personal capital
• Potential issues
Engagement Actions for the Board

- Be available to meet with prospective donors and share personal stories and passion
- Host Vision Meetings
- Support planning & development of engagement opportunities
- Be a willing board teammate in engagement activities
Making an Effective Ask

Yes to Mission, Values

Yes to Leadership, Vision, Plan

Yes to Role of Philanthropy

Yes to Concerns Addressed

Yes to Scope, Purpose

Would you consider...?
Stewardship: Last but Not Least!

**Accountability**
- Spending as agreed
- Documenting Accurately
- Managing Finances Wisely

**Acknowledgment**
- Within 24-72 Hours
- Reiterating “The Promise”

**Recognition**
- In a way that is appropriate and personally meaningful

**Stewardship**
- Demonstrating the significance & impact of the gift.
- Providing JOY!
From Thank You to Impact

- Top donors hear from appropriate people
- Board involvement with Critical Few
- Are your touches the “right” ones?
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>95%</td>
<td>Would appreciate a thank you call within a day or two of the organization receiving their donation</td>
</tr>
<tr>
<td>85%</td>
<td>Said such a thank you would influence them to give again</td>
</tr>
<tr>
<td>84%</td>
<td>Said they would definitely or probably give a larger gift</td>
</tr>
<tr>
<td>42%</td>
<td>Average amount of increase in giving by those that received a thank you call compared to similar donors who did not (tracked after 14 months)</td>
</tr>
<tr>
<td>39%</td>
<td>During the renewal cycle, those who received a thank you call were 39% more like to renew their support</td>
</tr>
</tbody>
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*Penelope Burk, Donor Centered Fundraising*
Board Stewardship Actions

- Be Involved in Brainstorming and Developing Stewardship Activities
- Help Create “Wow” Experiences for Donors
- Say Thank You: Handwritten Notes, Phone Calls, Events, Face-to-Face
- Deliver Stewardship “Moves” to Appropriate Donors
Goal Setting

Board Team Goals

- Giving Goal: Total $ or % of Philanthropic Goal
- Fundraising Goal: Total $ or $ of Philanthropic Goal
- Identification Goals: Total # Identified
- Engagement Goals: Total # of Engagement Activities / # of Vision Meetings
- Stewardship Goals: Total # of Stewardship Activities (Touches)

Individual Board Member Goals

- Giving Goal: Personally meaningful gift
- Fundraising Goal: Total $ through agreed upon categories
- Identification Goals: # Identified
- Engagement Goals: # of Engagement Activities / # of Vision Meetings
- Stewardship Goals: # of Stewardship Activities (Touches)
Implementation & Follow-Up

• Develop a written plan
• Assign roles & responsibilities
  • Build a team where everyone can be successful!
• Create deadlines and identify key milestones/checkpoints
• Identify gaps in knowledge & comfort levels
  • Create training & support opportunities to address
• Have clear expectations & follow through
Thank You!

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