

venture 1:9

The Board's Role in Fundraising: Set Up, Show Up, Follow Up

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1

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Service Offerings to Venture 1:9 Non-profits

Bob Brown looks forward to helping your non-profit with:

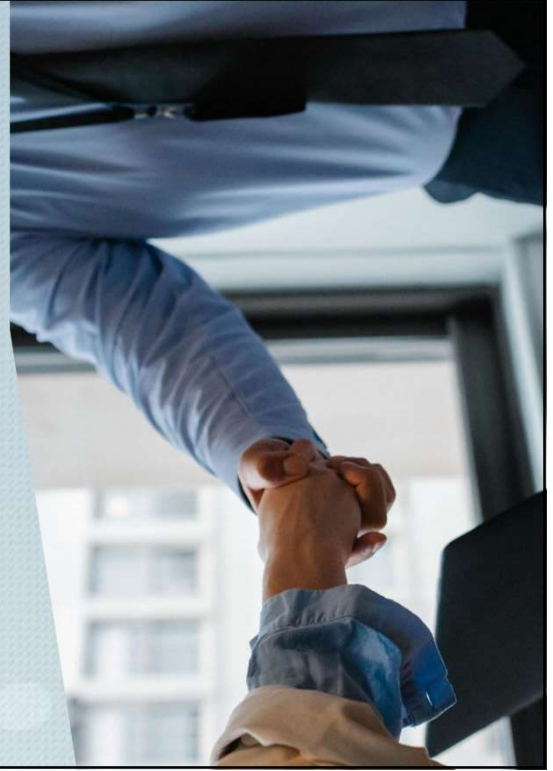
- Organizational documents such as articles, bylaws, and operating agreements
- Developing workable practice and procedure manuals
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- Developing and deploying best practices for the life cycle of board members, employees and volunteers
- Creating multi-site legal structures for growing ministries
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2

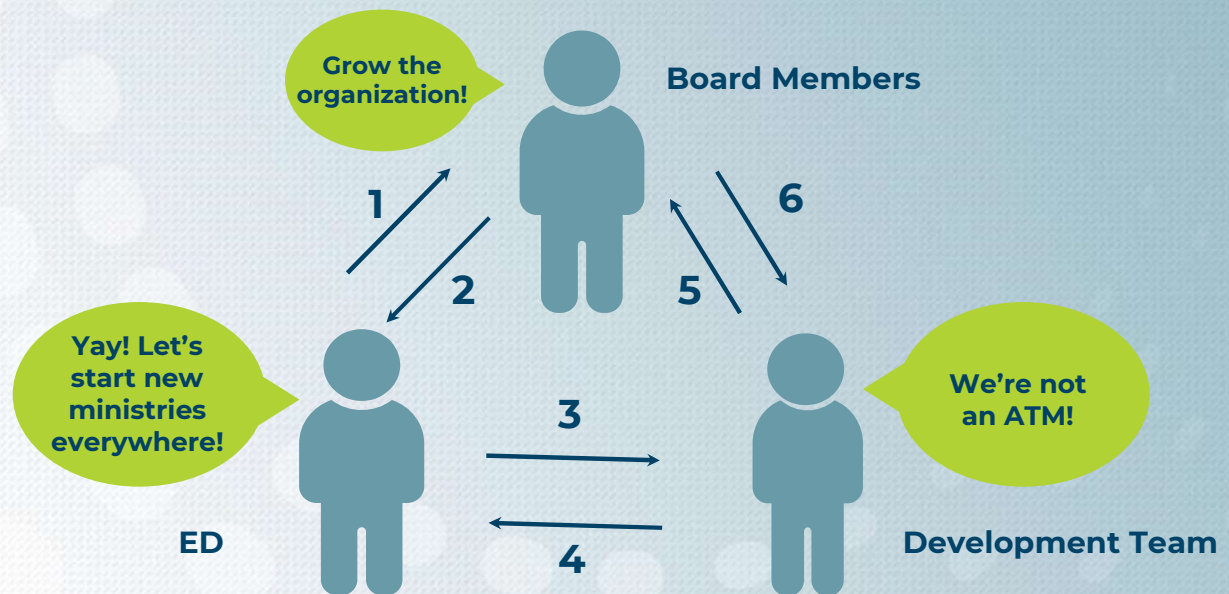
First, let's look at the relationship between....

- Board Members
- the ED, and
- the Development team



3

Six Relationships



4

Common Failures

- ✘ Unclear Expectations
- ✘ Lack of Accountability
- ✘ Mixing Roles and Blurring Lines
- ✘ Poor Communication
- ✘ Lack of agreement on how development should be carried out

5

The ED should:

- ✔ Lead by example in giving a sacrificial gift
 - ✔ Create a culture of fundraising
 - ✔ Supervise the lead development team member
 - ✔ Be involved in the fundraising by working with top
 - ✔ donors
- Approve the development plan created by the development team

6

The Development Team should:

- ✔ Lead by example in giving a sacrificial gift
- ✔ Be 100% supportive of the ED's culture of fundraising
- ✔ Be responsible for creating the development plan for the organization which includes the plan to effectively leverage the board and ED
- ✔ Carryout and supervise the implementation of the development plan
- ✔ Create support materials such as Case Statement and collateral
- ✔ Manage the prospect list of donors

7

The Board of Directors should:

- ✔ Lead by example in giving by making sacrificial gifts
- ✔ Support the culture of fundraising that the ED creates
- ✔ Support the development plan
- ✔ Be advocates with their peers and available to give their testimonies to others about the effectiveness of the work
- ✔ Serve as advocates and/or askers with respect to fundraising by serving as primary callers with donors

8

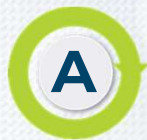
Five Keys to Increasing Board Engagement in Fundraising



9

Five Keys to Increasing Board Engagement in Fundraising

1. Set expectations from the start



Language in the Board Position Description



Expectations in the Board Policy Manual



Accountability from the Board Chair



Reporting in Board Meeting



Celebration

10

Five Keys to Increasing Board Engagement in Fundraising

2. Establish your work as ministry

A

We believe that all our supporters are on a journey to become more faithful stewards

B

We believe our work in development is an opportunity to walk with them on that journey

C

Our prayer is that God would use us to help our supporters become more faithful, joyful stewards

D

Our goal is to help our supporters develop hearts that are rich toward God

E

Our work is ministry as we are used by God bring blessing into their lives and resources to our organization.

11

Biblical Resource-Raising

Our task is to invite people who believe in our mission and care about our future, to participate with joy and enthusiasm in a significant moment in our history by giving the gift they would most like to give, and which could bring them the greatest level of satisfaction as a steward of God's resources.

12

Five Keys to Increasing Board Engagement in Fundraising

3. One Size Does Not Fit All



A Avoid the biggest mistake development people make when asking the board to support fundraising



B Use 'Six Moments in Time' to tailor a plan for each board member



C Resource each board member for success



D Communicate their plan so everyone knows



E Celebrate their successes

13

Six Moments in Time

For Board Members: What are six things I can do/commit to in the next 12 months to help implement the development team's fundraising plan?

For Ministry Staff: What are six things I can do/commit to in the next 12 months to help empower board members to come alongside the development plan?

14

Sample: Six Moments in Time



15

Prospect Rating Criteria

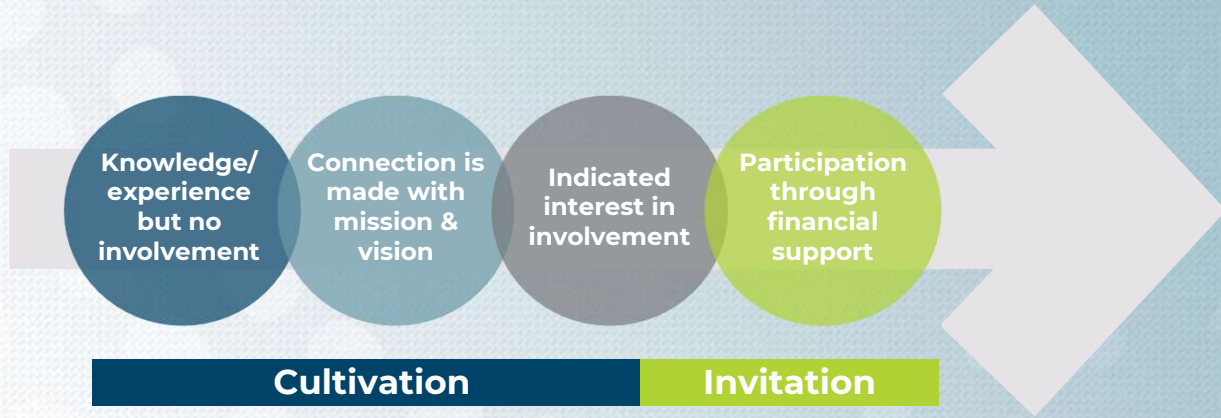
Identify potential giving partners



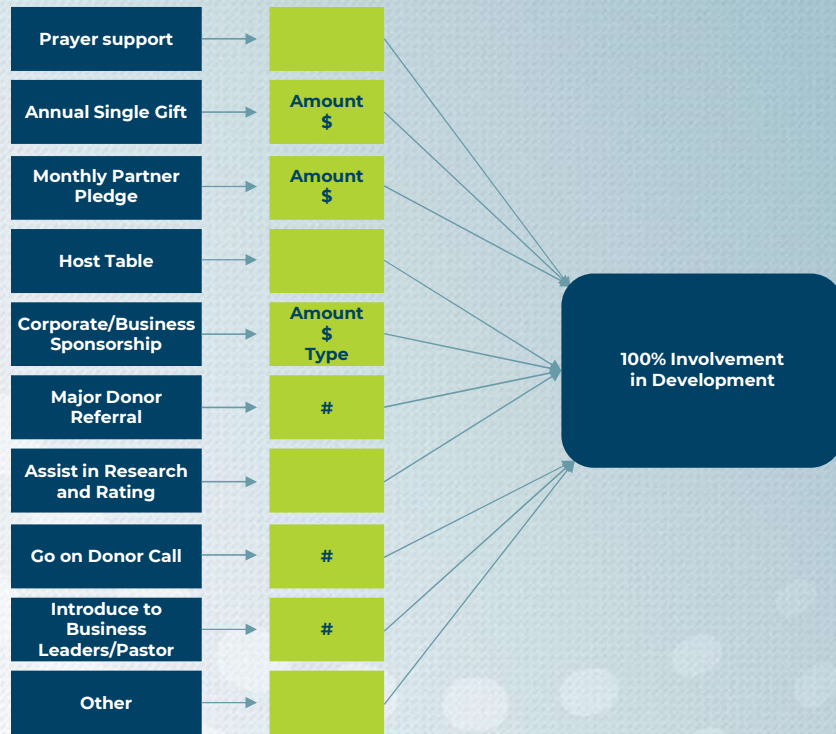
16

Ideas for Board Involvement

Relationship management – helping move people along a continuum in their relationship to your organization as follows:



17



18

Five Keys to Increasing Board Engagement in Fundraising

4. Make sure they understand your strategy and how they fit



A Create simple and clear documents that outline your annual development plan



B Provide the metrics and dashboards you use to track success



C Invite input



D Ask for prayer

19

Five Keys to Increasing Board Engagement in Fundraising

5. Create a Development Committee – but be careful!



A DC's can be a great asset to your development program



B As a standing board committee or an advisory group



C Use outside people as well as board members



D Advice, extra hands, additional resources



E Be Careful – be sure the board does not 'delegate' fundraising work to this committee and neglect their own plans

20

Nine Ways that Board Members Can Set Up, Show Up, and Follow Up Alongside Your Annual Fundraising Plan



21



Make a phone call

22



Host an event at
your house and
share your story

23



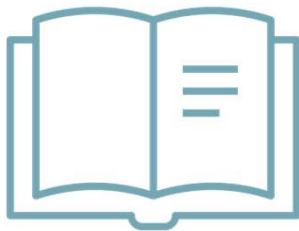
Make yourself
available to go with
the ED/Dev. Team on
a visit with a donor

24



Share your own story
on why you are
involved in the
organization

25



Show someone the
Case and ask them to
join you in giving

26



Be involved in the
thanking process

27



Make your own
estate gift and
encourage another
person to do so

28



Serve on the
Development
Committee

29



Pray for your Team

30

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