



**ROLE OF THE BOARD
IN
SUCCESSFUL
FUND DEVELOPMENT
November 22, 2014**

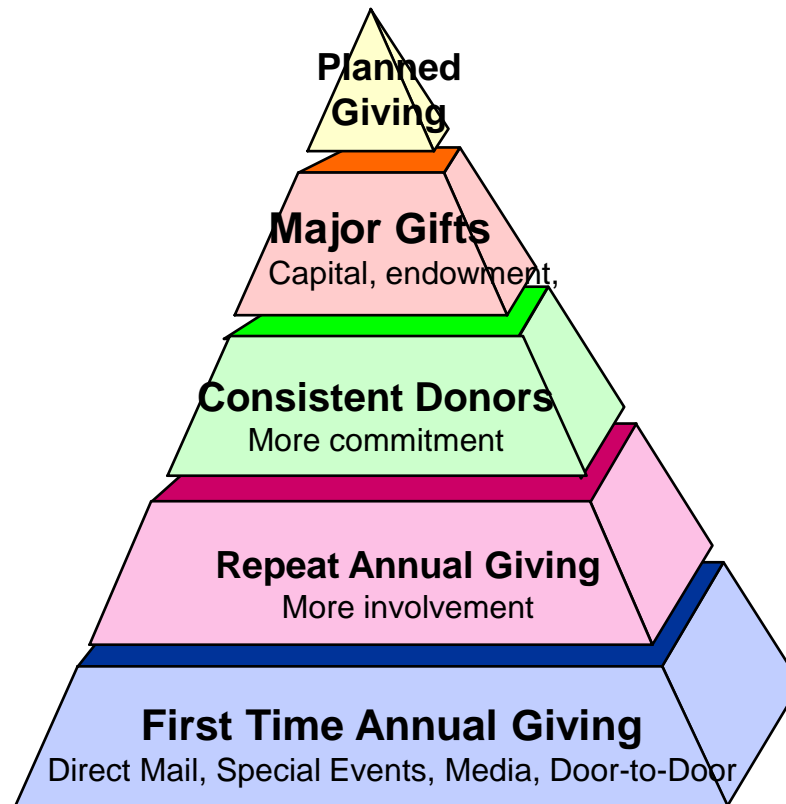


BACKGROUND TO FUND DEVELOPMENT

Definition

- Philanthropy (Greek – love of mankind)
Vs
- Fund Development
Vs
- Fundraising

The Donor Pyramid





ROLE OF THE BOARD IN FUNDRAISING



Responsibilities

1. Legal, financial, and accountability requirements
2. Strategic vision and plan
3. Link between the organization and community

The AAA Board

- ***Ambassadors***
 - Making Friends
 - Building Relationships
- ***Advocates***
 - Belief in and support of the organization
 - Sharing the case with others
- ***Askers***
 - Making the ask
 - Front-line fundraisers

The AAA Board – Kay Sprinkel Grace

Awareness Is Critical

- Let the community know what you do
- Is your message
 - Compelling?
 - Showing your unique impact?
 - Instilling a sense of urgency?
- You are the ambassador
 - Elevator message



SPECIFIC ROLES and STRATEGIES FOR THE BOARD



Roles the Board Can Play

- Planning
- Coordinating Events
- Identifying Donors
- Opening Doors
- Soliciting Donors
- Specialized Skills—planned giving, law, accounting



Which Tactics for Your Board?

- Meetings and/or proposals
 - Government all levels
 - Member groups
 - Foundations
 - Corporations
- Events: awareness & funds
- Individual major gifts



BUILDING A STRONG FUNDRAISING BOARD



Board Recruitment

- Cultivate
- Evaluate
- Clarify
- ASK
- Support and Educate
- Assess and recognize



Is the Board Member

- Aware?
- Engaged?
- Prepared?
- Responsive?
- Responsible?



SUMMARY AND QUESTIONS

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References

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- www.Culture.alberta.ca - Role of the Board in Fundraising
- SandyRees@getfullyfunded.com – e-newsletter