

What Board Members can do to Enhance Fundraising

Identification:

Add contacts to the mailing list

Provide insight to giving potential of prospects

Facilitate introductions for staff to individuals or to groups where you have a contact

Assist in recruiting new board members with capacity and connections

Acquire donor lists from other sources – event programs, annual reports, etc.

Distribute invitations and other promotional material to targeted individuals, organizations, and/or markets

Cultivation

Make “Thank you calls” to donors

Write personal notes - appeal letters, post- events or campaigns

Speak to community leaders

Host a friend-raiser where staff can speak

Help with “Donor Recognition” event

Invite people for site visits

Solicitation

Ask for donations in lieu of personal gifts

Host fundraising event where staff can speak

Identify and personally ask potential honorees for a fundraising event.

Contact local businesses to seek an “in-kind” donation— auction, sponsorships, etc.

Request a contribution from one of your contacts—in person or by letter, email, text

Make a personal “Ask” to selected individuals with staff

Increase your own donation each year or make a multi-year pledge

Using Network(s)

- > Family > Friends > Neighbors > Colleagues @ Work > Alumni > Neighborhood Groups
- > Chamber of Commerce > Professional Associations > Social clubs > PTA > Other?