

4 Ways to Engage Your Board in Fundraising

1 Identify Prospects

Your board is a great source of information about current and potential donors and supporters. Ask them to help identify key individuals who may be interested in your mission. The list should include the obvious organizational connections – donors, patients, alumni, etc. – and extend to personal connections as appropriate.

2 Create Strategy

There is no one-size-fits-all strategy for cultivating and/or asking someone to make a financial gift to your organization. So, strategy should be set by those who have a relationship with the prospect. This includes board members!

3 Solicit the Gift

While many board members are not comfortable asking for a gift, some actually enjoy it and truly excel at it! Engage these individuals to help you ask. The request is much more powerful coming from someone in a volunteer leadership role who shares why they give their time and treasure to your organization.

4 Recognize Donors

Everyone expects a thank you from your organization's paid fundraising staff or leadership. No one expects to receive a personal thank you from your board! Surprise your donors with a warm acknowledgement of their gift. Research tells us that donors will give again if they receive:

- ☑ Prompt, warm, personalized, meaningful acknowledgment.
- ☑ Reassurance their gift will be used as they intended (for a specific purpose).
- ☑ Meaningful results about the program they funded.



About Aly Sterling Philanthropy

Aly Sterling Philanthropy is a full-service consulting firm specializing in building sustainable solutions for nonprofits. We provide fundraising, board governance, strategic planning and executive search services to organizations of all shapes and sizes.