No Money No Mission
WHAT ARE BOARD RESPONSIBILITIES?

Duty of Care

Duty of Loyalty

Duty of Obedience
Function and Structure to Ensure Success

01 Develop Roles & Responsibilities that Make Sense for Your Mission
- Positions
- Committees
- Reporting Structure
- Formal Agreements

02 The North Star

Board Roles and Responsibilities, National Council of Nonprofits
Philanthropy

Time
Talent
Treasure
Ties
Testimony
Developing Resources

A Balanced Program
Fundraising Strategy
Fundraising Cycle
BALANCE OF RISK AND REWARD

Methods

Typical Cost of Fundraising
- LOW

Typical Dependency Quotient
- HIGH

- DIRECT MARKETING
- SPECIAL EVENTS
- ANNUAL GIVING
- SPONSORSHIP
- GRANTS
- MAJOR GIFTS
- PLANNED GIVING

Board Roles and Responsibilities, National Council of Nonprofits
ANNUAL SUPPORT

Focuses on renew and increasing support from a large group of donors who give in response to a mail, phone, or email campaign.

CtRD: $0.20

(Boardsource: Understanding and Evaluating Your Fundraising Strategy, 2017)
DIRECT MARKETING

Board outreach to donors or potential donors via mail, phone, email.
Large Volume, Small Gifts

CtRD:
Acquisition $1.25–$1.50
Renewal $0.25

(BoardSource: Understanding and Evaluating Your Fundraising Strategy, 2017)
SPECIAL EVENTS

A wide range of event types that bring donors and potential donors together for an event in support of the organization

CtRD: $0.50

(BoardSource: Understanding and Evaluating Your Fundraising Strategy, 2017)
CORPORATE SPONSORS

Support from corporations and others interested in supporting your organization in a way that creates visibility and recognition for them

CtRD: Varies

(BoardSource: Understanding and Evaluating Your Fundraising Strategy, 2017)
GRANTS

Support from a foundation, corporation, or public entity to fully or partially underwrite a specific program or the organization as a whole.

CtRD: $0.20

(BoardSource: Understanding and Evaluating Your Fundraising Strategy, 2017)
MAJOR GIFTS

Large scale support from individual donors solicited via personal cultivation and outreach.

CtRD: $0.05–$0.10

(BoardSource: Understanding and Evaluating Your Fundraising Strategy, 2017)
PLANNED GIVING

Gifts made to an organization as a part of a donor’s estate plan or that require the input of a financial adviser or attorney (as in the case of an annuity or other similar gift)

CtRD: $0.25

(BoardSource: Understanding and Evaluating Your Fundraising Strategy, 2017)
Prospect
Identification, Qualification, Preparation

Stewardship
Recognition, Reporting, Communication, Engagement

Cultivate
Relationship Building, Engagement, The Ask
DONOR QUALIFICATION

Institutional Information
Biographical Information
Community Involvement
Occupation
Assets
STEWARDSHIP
THE RULE OF 7
SUCCESS

The RIGHT person asks the RIGHT donor for the RIGHT gift to support the RIGHT program at the RIGHT time, and then thanks them in the RIGHT way.