



Empowering Your Board for Fundraising Success

Unlocking the TDS[®] Principles

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What we will cover today:

- An understanding of TDS principles
- The knowledge of how to cultivate a culture of engagement
- How to maximize your board's impact

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

- Board members
- the CEO/ED, and
- the Development team



Common Failures

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

The CEO/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

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

The Board 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

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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

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.

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.

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

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?

Sample: Six Moments in Time

1

Work with Development team to create a contact list

2

Open doors for ED with 2-3 prospects

3

Attend key fundraising events

4

Go on 1-2 partner invitation visits

5

Host a table at the gala and fill with new people

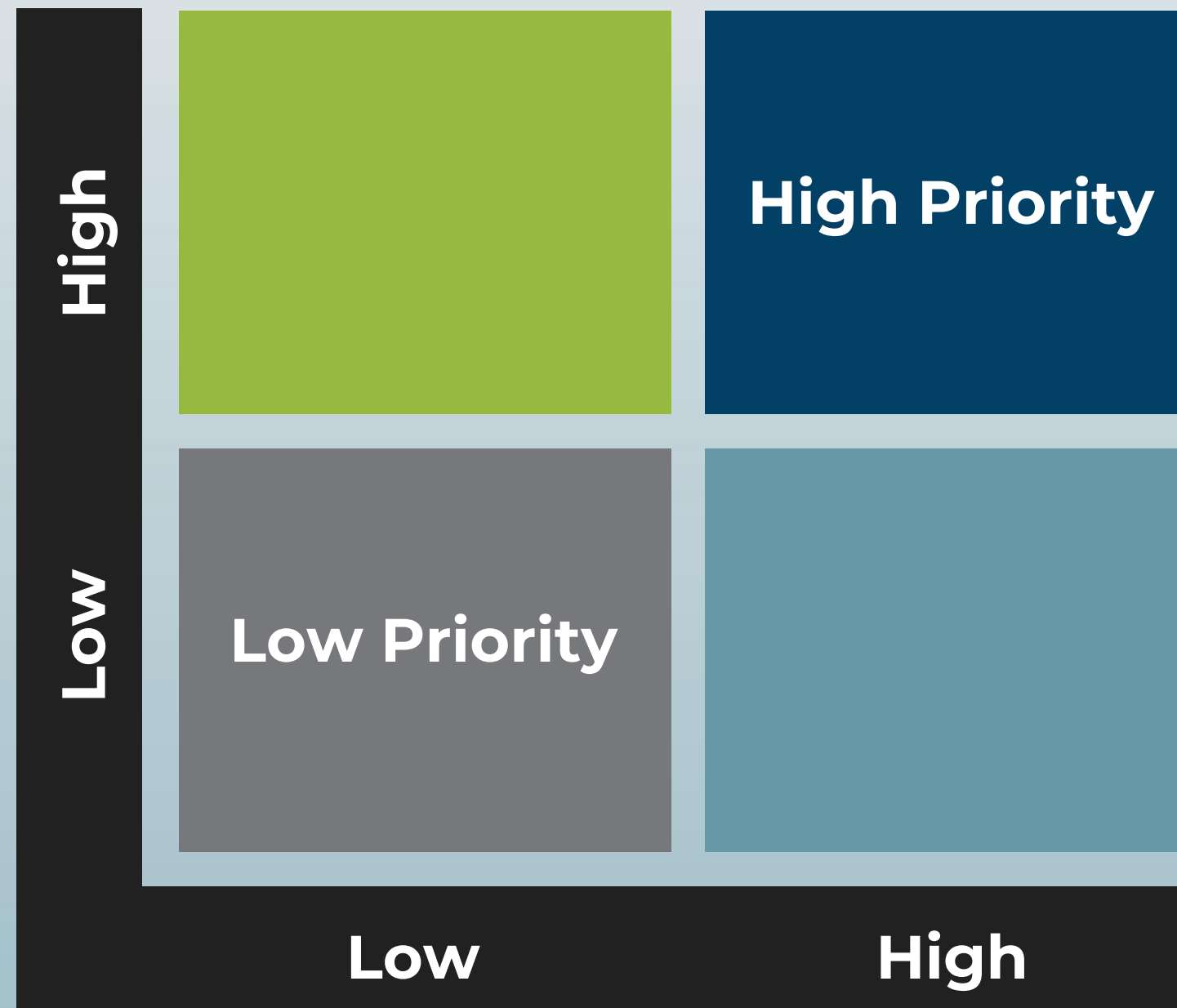
6

Share the vision/goals with one group of which you are a member (church, civic, etc.)

Prospect Rating Criteria

Identify potential giving partners

Capacity
to Give



Commitment to Your Work

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



Create simple and clear documents that outline your annual development plan



Provide the metrics and dashboards you use to track success



Invite input



Ask for prayer

5. Create a Development Committee – but be careful!



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



As a standing board committee or an advisory group



Use outside people as well as board members



Advice, extra hands, additional resources



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



Any Questions?



Thank you for attending
Empowering Your Board for Fundraising

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