

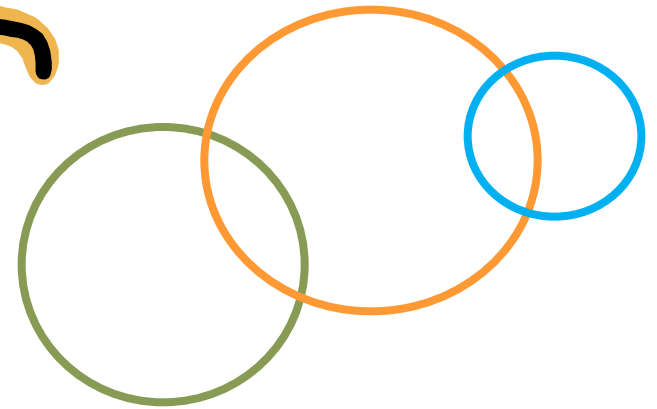
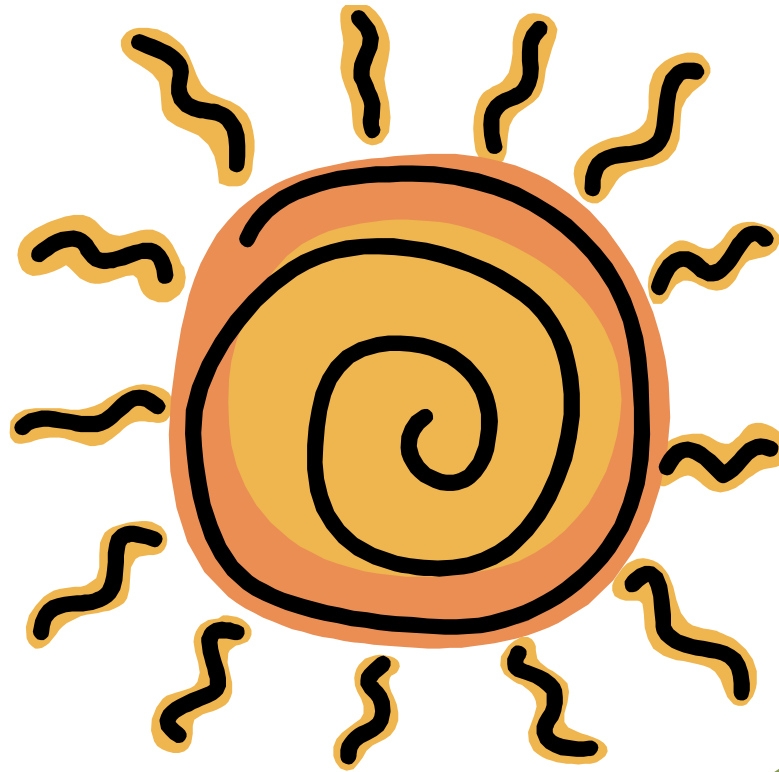
# Peterborough Area Fundraisers Network

## Engaging your board in fundraising

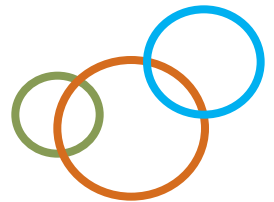
March 28, 2013



Why is this such a hot topic?



# 5 tips to build board enthusiasm for fundraising (really!)

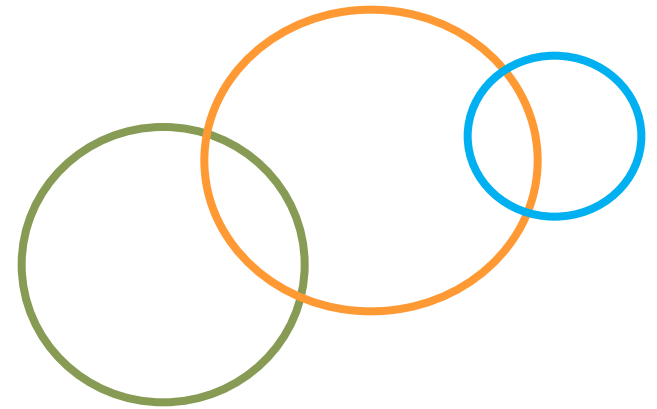


# #1: Take time to set the record straight



Questions an organization must address:

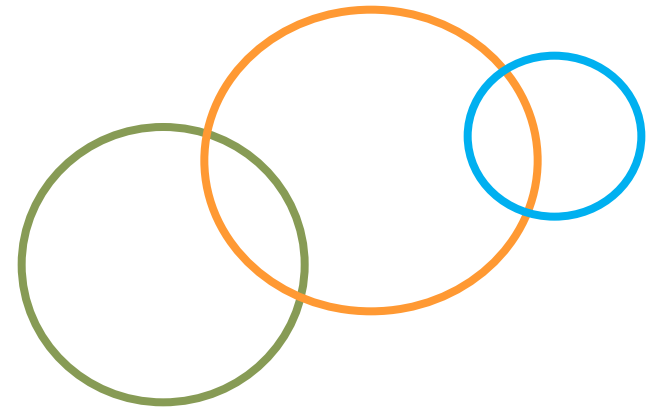
- Who has ultimate responsibility for fundraising in your organization?
- Who is your fundraising team?



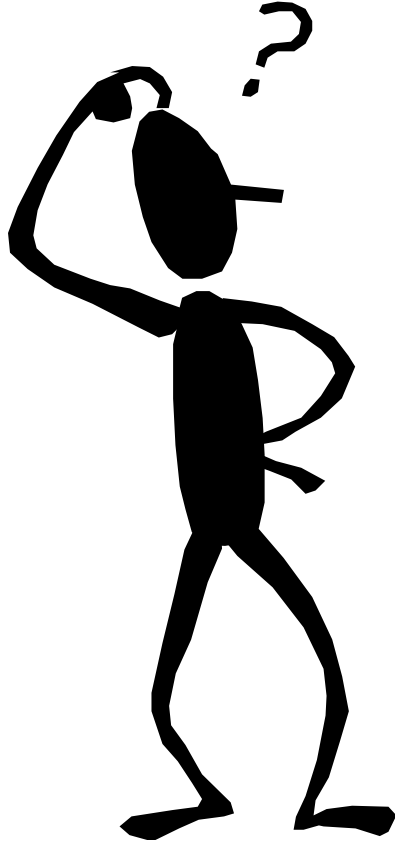
## #2: Drink the same Kool-Aid from day one

Embrace governance best practices:

- Skills matrix: passion for cause
- Honest board interviews and orientation
- Current job descriptions – staff, board, committees
- Current committee terms of reference

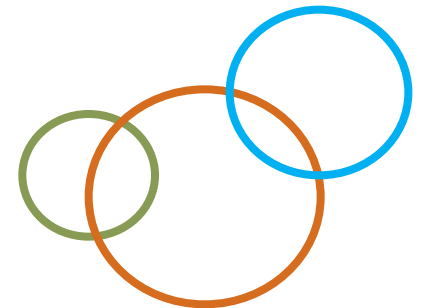


# YA BUT...



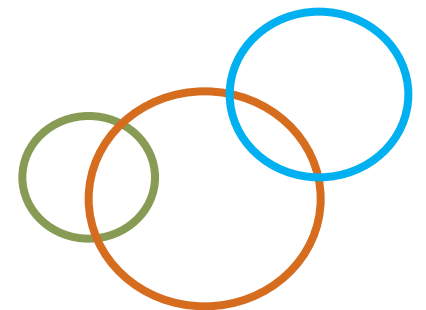
How do I bring fundraising activity and involvement forward to a board that has traditionally not been engaged?

(without starting from scratch with a new board!)

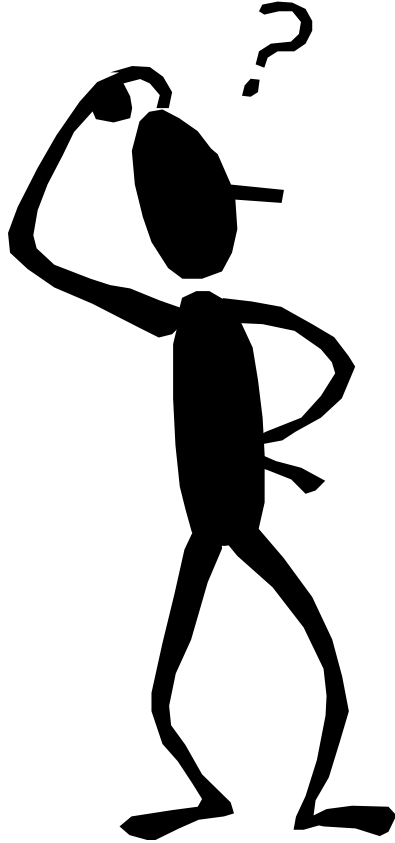


## #3: Continued training and tools

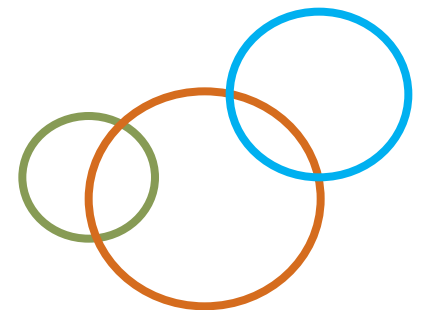
- Education segment
- Specialized training at board meetings
- One-off training sessions
- Ongoing inspiration and motivation
- Mission moment
- Celebrating successes!



# YA BUT...



Our organization has limited time and money – how do we do all this with what we already have?

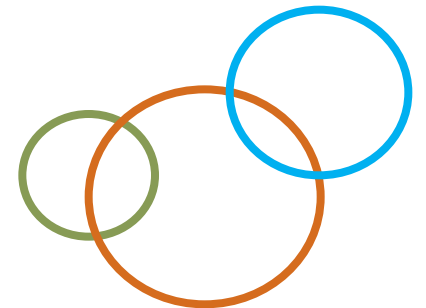




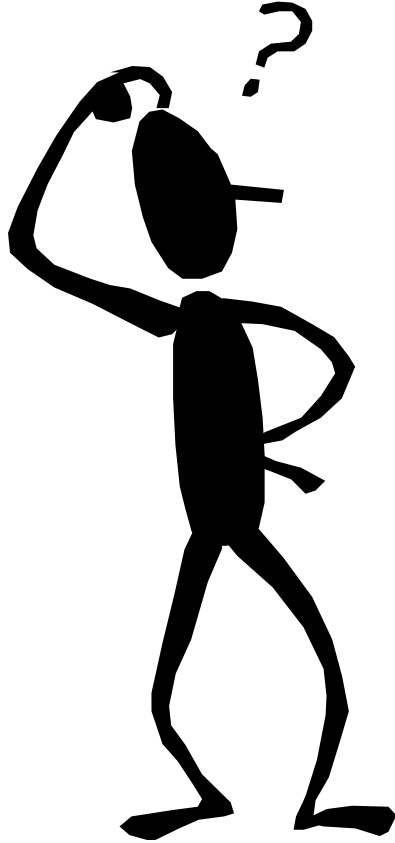
## #4: People love process

Create a process that includes

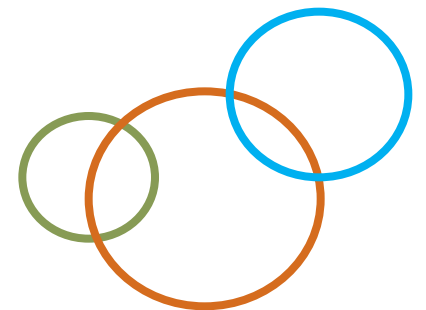
- Prospect development framework
- Getting the first meeting
- How to frame the first conversation
- How to frame the second conversation
- How to make the ask



YA BUT...

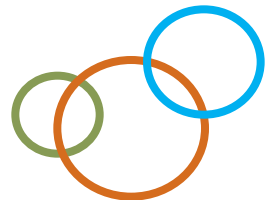


My board member said: “I don’t ask people for money”  
NOW what do I do?



## #5: The art of influence

- Why do I care?
- It's not about me
- People give to people
- Know the case
- Listen and ask questions
- Energy and enthusiasm are contagious



# Thank you

- [www.cfgp.ca](http://www.cfgp.ca)
- @cfgp\_
- 705-740-2347

