A DIFFERENT APPROACH TO BOARD DEVELOPMENT

FUNDRAISING FIRST

WELCOME!

MIKE SLATON

OWNER, SLATON CONSULTING



QUESTION ONE:

WHAT IS YOUR ROLE WITH YOUR ORGANIZATION?

QUESTION TWO:

HOW WOULD YOU DESCRIBE YOUR CURRENT BOARD FUNDRAISING?

QUESTION THREE:

DOES YOUR ORGANIZATION HAVE A RAINY DAY FUND?

CHANGING THE PARADIGM

MYTH:

Fundraisers are "Other People"

REALITY:

Fundraising is something anyone can do, and everyone should do

WHAT ARE WE LOOKING FOR IN BOARD RECRUITMENT?

Representation

Character

Leadership*

Commitment

Fundraising*

*Can be taught!

FUNDRAISING AS LEADERSHIP WHEN BOARD MEMBERS RAISE MONEY, THEY...



Secure vital resources

2

Promote the organization and its work

3

Talk about the mission the care deeply about



Expand your influence and impact



Lead by example





Important, but not critical

THE \$10,000 RAINY DAY CHALLENGE



Urgent, but not time-limited



Specific, but not restricted

RAINY DAY CHALLENGE RULES



100% Participation



Board-driven & Boardowned



First agenda item at every meeting



Campaign lasts until goals are met

YOU TRAIN AND PROVIDE SUPPORT



GOALS

Increase Rainy Day Fund by \$10,000

> 100% Board Participation

Each Board Member raises at least \$1,000

3 Easy Ways to Raise \$1,000+

Peer-to-Peer Blitz

Rally your network over 30 days with a mix of emails, social media posts, and direct outreach.

Host a House Party

Invite friends and colleagues to meet a special guest, like the Executive Director, and hear firsthand about the impact of our work.

Charm Offensive

Once a month, treat a prospective donor to coffee or lunch. Share what excites you about our mission and invite them to be part of it.

It's an honor to serve on this Board. This work means a lot to me, because...

We're raising money to strengthen our Rainy Day Fund in these uncertain times.

Would you be in a position to support us with a donation?



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FUNDRAISING FUNDAMENTALS

Provide training and ongoing support for your Board

Create and share compelling language

Record and use data in a thoughtful manner

Be ready to accept and acknowledge gifts

MAKING THE CHANGE

Think about your culture

Start small if you have to

Get your Chair on board

Set aside time and resources for Board training

Bring in a consultant for increased credibility and accountability



THREE BOARD-FRIENDLY APPEALS Peer-to-Peer Blitz

Host a House Party

Run a Charm Offensive

SCHEDULE A CALL



