

Empowering Board Member Fundraising

3 Strategies that Work

AFP Northeast Indiana Presentation

Fort Wayne

January 23, 2025

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Agenda

- ▶ Welcome / Introductions
- ▶ Questions
- ▶ 3 strategies to engage board members
 1. Expectations & Opportunities
 - a. Board Member Expectations
 - b. Opportunities for Involvement
 2. Effective Board Meetings
 - a. Fostering Engagement
 - b. Consent Agendas
 - c. Discussion vs Reporting
 - 3.1:1 Meetings
 - a. In-person meetings
 - b. Useful tools during meeting
 - c. Accountability / Self-Assessment / Progress Updates / Thank!
- ▶ Summary / Questions





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Mentimeter

How engaged do you feel your board members are with fundraising?

0

Very Engaged

0

Somewhat Engaged

0

Not Really Engaged



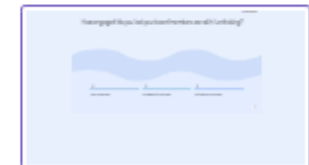
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Mentimeter

What would you say would be one reason why your board members may not be that engaged?

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting to let participants vote for their favorites

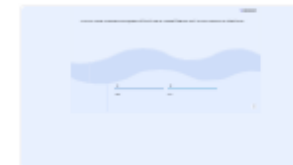


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It All Starts with Governance...

Good Governance practices can enhance overall board engagement. It will:

- ▶ Foster more collaboration
- ▶ Create accountability
- ▶ Enhance understanding, communication, and clarity
- ▶ Help toward effective decision-making



Governance - Recruit for Success

- ▶ Recruit board members that:
 - * Align with the mission and how the organization works
 - * Can assist the organization with their goals
- ▶ Best to have a Governance/Recruiting Committee as part of the board to focus on new board member recruitment



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Mentimeter

How many board members here today feel they have a clear understanding on how to help the non-profit that they are serving?

0

Yes, totally clear on how to help

0

Somewhat clear on how to help

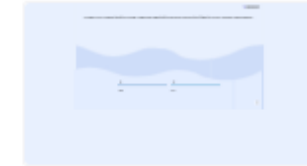
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No, not sure how to help



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Does your organization offer clear expectations and opportunities to your board members?

0

Yes

0

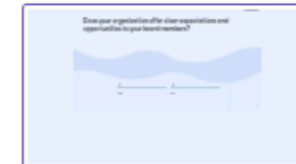
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EXPECTATIONS & OPPORTUNITIES



During Recruitment...

Board Expectations & Opportunities

- ▶ Recommended to have a formal board member recruiting process - provide a potential board member the expectations of and opportunities for board members.
- ▶ Highlight in a one-to-two-page document that can be provided to them.



Board Member Expectations - some examples:



- 1. Attend at least 70% of board meetings, committee meetings and special events**
- 2. Serve on at least one committee or taskforce**
- 3. Assist the board in carrying out its fiduciary, legal & ethical responsibilities; adhere to policies & bylaws**
- 4. Assist with fundraising activities for your organization**
- 5. Make a personal financial contribution to the organization on an annual basis as well as an additional contribution to any fundraising efforts as needed**

Ideas for personal financial support from a board member...

- ▶ Secure match or challenge funding from a foundation to motivate your board
- ▶ Share wishes or needs with your board and then challenge them to fund one of them
- ▶ Recommend that your organization be one of the top three they support as a board member - understanding they are probably supporting many causes



Board Member Opportunities

- ▶ It is recommended to have your board members help create their own menu of opportunities during a board meeting - this gets buy-in and everyone excited to make an impact for your organization.



► *Example of exercise during board meeting:*



- * Put in small groups - 4-6
- * 3 minutes to brainstorm ways board members can participate in fundraising and put on flip chart paper
- * Groups trim list to 4-6 most productive and helpful for organization (recommend 10-20 total at end)
- * Discussion - what learned? Any surprises? What are 1-2 things you might be willing to do?
- * Next board meeting share menu for feedback. Use menu during recruitment and with each board member's 1:1 meetings.

A Board Member's Menu of Fundraising Opportunities

- ▶ Have fun with the menu - could tie it to your mission:

Appetizers; Main Courses; Desserts
Elementary; Jr/Sr High; Secondary
Time; Talent; Treasure



- ▶ Examples:

Time: volunteer in program; call or write to thank a donor; bring a friend to visit the non-profit

Treasure: donate an additional amount; purchase a ticket; enter into a sponsorship agreement; provide an in-kind donation

Talent/Expertise: professional expertise; assist with a business sponsorship; help with fundraising policies, procedures or documents

Onboarding - Board Orientation

- ▶ It is important to have a formal Board Orientation process that includes board member expectations and the menu of fundraising opportunities.
- ▶ The more communication and training a non-profit can provide board members, the more engaged they will be, ultimately leading to more success overall.



EFFECTIVE BOARD MEETINGS



Board meetings are where empowerment and engagement begin!

Keep in mind the six purposes of a board meeting:

- ▶ Engage community leaders as a focused team to advance the cause.
- ▶ Ensure governance/stewardship roles are being carried out.
- ▶ Provide access to pertinent information.
- ▶ Monitor key metrics.
- ▶ Serve as an organizational development opportunity.
- ▶ Serve as a leadership development opportunity for each member.



Board meetings that foster engagement:

- ▶ The agenda is shaped by organizational and board measures of success.
- ▶ A board development activity is included in every meeting.
- ▶ When possible and appropriate, a combination of large- and small-group discussions are part of meetings.
- ▶ Non-action items are minimized.
- ▶ Meetings are evaluated routinely.



The Consent Agenda:

Non-action items are minimized. Routine business and reports become one agenda item, making time for discussions that fuel board energy.

Past meeting minutes

ED/CEO report

Program/committee reports

Staff or volunteer appointments

Presentation of information that
requires no action

Perfunctory items, such as formal
approval of items that have had
conclusive past discussion

Balancing Reporting and Discussion

- ▶ Reporting requires board members to DIGEST. (stop.)
- ▶ Discussion invites board members to DISCOVER - and find their own place. (GO!)
- ▶ Reporting is looking BACK - no empowerment/engagement here.
- ▶ Discussion is looking FORWARD -
sparking feelings of possibility and imagination.
- ▶ How much of your board meeting is hindsight?
Insight?
Foresight?



Organization Name
Sample Board Meeting Agenda
Date and Time

✚ **Mission/Vision:** Put organization's mission and/or vision here.

AGENDA ITEM	DISCUSSION	DECISION/ACTION
• Meeting Called to Order		
• Identification of Possible Conflict of Interest		
• Mission Moment		
<ul style="list-style-type: none"> • Consent Agenda <ul style="list-style-type: none"> • Agenda • Board Meeting Minutes • Executive Director Report • Policy Committee Meeting Minutes • Finance Committee Meeting Minutes • Strategic Oversight Committee Meeting Minutes 	Attachments	Vote to Approve <i>(Everything listed in the consent agenda would be included in the board packet.)</i>
• Message from the Board Chair	<i>(The Board Chair would discuss celebrations and acknowledgements, call for help, and announce reminders.)</i>	
• Volunteer Policy	<i>(The Policy Committee would present the new policy to the board.)</i>	Vote to Approve <i>(The Volunteer Policy would be included in the board packet.)</i>
• 2025 Cash Flow	<i>(Significant cash fluctuations would be discussed.)</i>	
<ul style="list-style-type: none"> • Strategic Conversation <ul style="list-style-type: none"> ◦ Goal 1: Program Expansion 	Define and clarify the goal. Define "expansion."	
• Adjourn		

From the Nonprofit
Network

So . . .who sets board agendas and what does that have to do with board engagement?

Making this a collaborative effort between the board chair, the executive director AND committee chairs gives volunteer leaders agency in determining what is important in each step of an organization's journey.

If the ED produces the agenda alone and presents it to the board chair – everyone is disempowered (except the ED).



Just a word about board committees:

- ▶ Committees should have real work to do - or don't have that committee
- ▶ A task force or work group may serve the purpose better
- ▶ Committees provide the opportunity for genuine engagement
- ▶ Some work is better suited to a committee, rather than the full board, such as discussions about specific donor strategies.





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1:1 MEETINGS



1:1 Meetings with Board Members

- ▶ Schedule 1:1 meetings with board members at beginning of your fiscal year - ED or Development Director conduct
- ▶ Ask questions to learn more about your board member - then listen!
- ▶ Bring “Board Member Impact Plan” template to complete in meeting with board member
- ▶ Document meeting and what that board member decided would be their impact for the year



BOARD MEMBER IMPACT PLAN

**MAKE AN
IMPACT**



- ▶ Create “Board Member Impact Plan” template
 - Intro sentence or two
 - Restate board member requirements
 - Discuss personal support - could include on plan
 - List opportunities - recommend choosing so many
 - Board Member sign and date the document



Now what?

Ensuring accountability and equity

- ▶ Moving from a pile of signed plans to genuine action takes diplomacy, persistence, and collaboration.
- ▶ Casual conversations around goal achievement can be very effective and non-threatening.
- ▶ Development committee members can have peer-to-peer conversations.
- ▶ Asking “How can I help you reach the goals you’ve set for yourself?” is powerful.

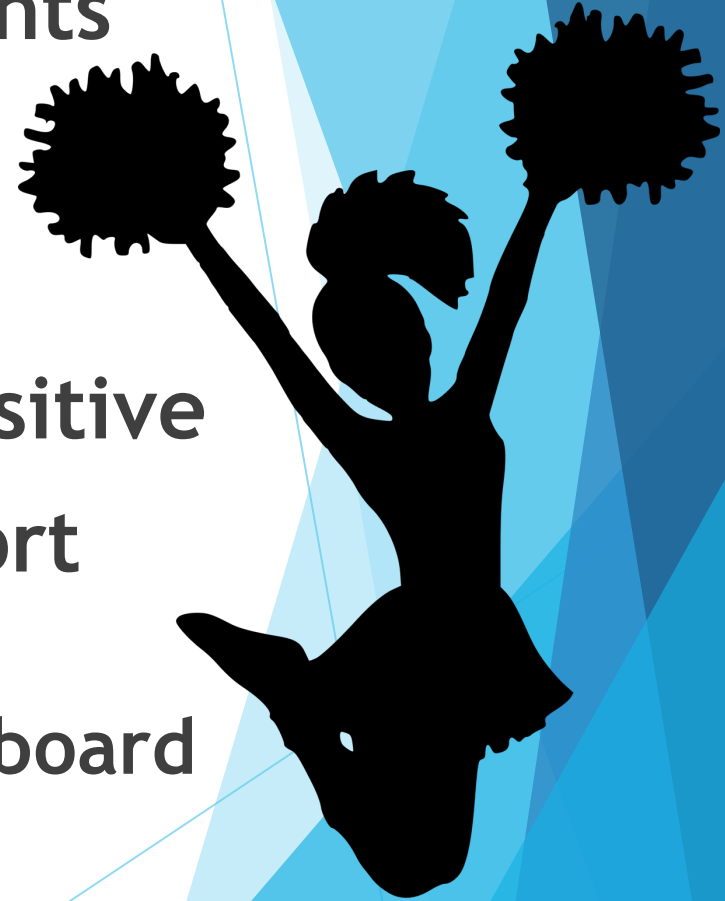
Accountability, continued...

- ▶ Impact plans with Q1, Q2, Q3, and Q4 goals give us reason for routine check-ins.
- ▶ Encourage self-assessment, with or without a specific tool, that identifies what kind of support would be most helpful to a board member.
- ▶ If a board member simply refuses to put effort into achieving individual and collective goals, it may be time to involve the Governance Committee.

TEAM CHEERLEADING

- Remember to celebrate accomplishments
- Thank board members
- Acknowledge their contributions
- Share the impact of their work - be positive
- Show true appreciation for their support

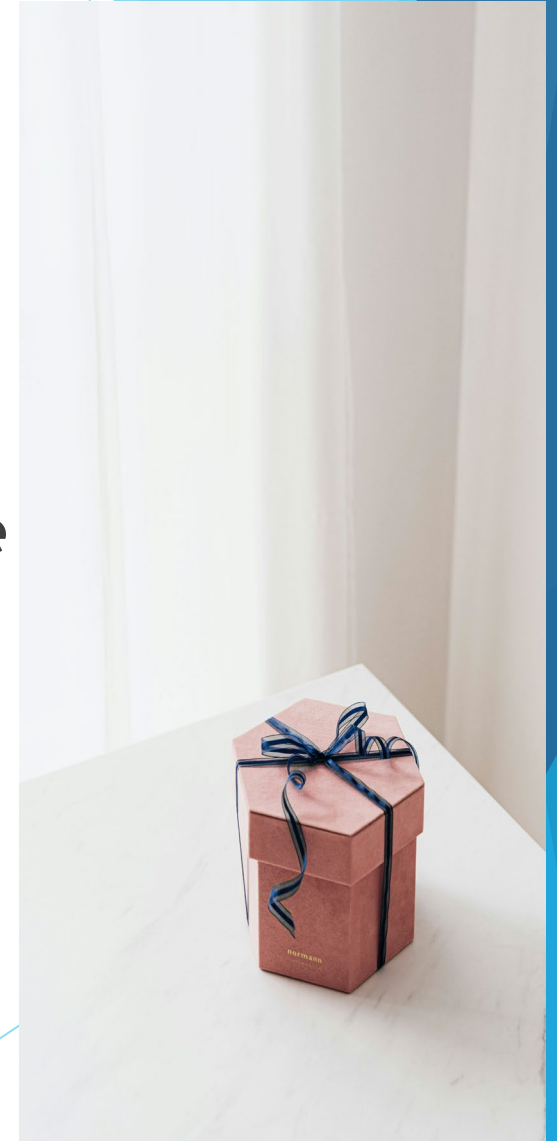
These things can go a long way with keeping board members engaged with your organization.



Wrapping it up...

We empower & engage our boards when we:

- ▶ Clarify expectations and opportunities from the start
- ▶ Foster effective communication in all areas of the organization
- ▶ Enhance the recruiting process and fine-tune Governance
- ▶ Make Board Meetings a powerful tool of engagement
- ▶ Use 1:1 meetings to create Board Member Impact Plans
- ▶ Encourage accountability through regular check-ins
- ▶ Create opportunity for non-threatening self-assessment
- ▶ Make time, space, and occasions for celebration and appreciation!





QUESTIONS?



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