



# Building a Culture of Philanthropy: Involve the Board in Fund Development

All too often board members back away from the very mention of “fund-raising” because they fear it means having to ask people for money. They (and we as staff) need to be taught early on that “fund development” encompasses much more than simply asking people for money.

If we can expand board members’ perceptions beyond asking for money, to talk about fundraising in broader terms, it begins to demystify the process.

An important first step in that process requires us to engage our board. It requires asking them what they like to do and telling them do it. What are their skills, their interests and their anxieties? What makes them feel good?

One important way of teaching board members that fund development is more than simply asking for gifts is to have them complete a Fund Development Involvement Form which lists several ways in which individuals can become involved with fundraising related tasks. You should have new board members complete the form when they join your board and ask existing members to complete the form annually. This helps them focus their fund development time and helps you know where to go for targeted assistance.

Getting board members to overcome their anxiety of fund development will not only involve them in other tasks, but will in time, also move them closer and closer to the very act that they feared the most—asking people for money.

## Will you get involved in our fund development?

Board Member: Name \_\_\_\_\_

	Like/ Will do	Might Do	Don't Know	Count Me Out
<b><u>Constituency Development</u></b>				
Brainstorm to bring names	_____	_____	_____	_____
Brainstorm ways to involve names	_____	_____	_____	_____
Help cultivate these relationships	_____	_____	_____	_____
Write letters to my personal contacts	_____	_____	_____	_____
Call my personal contacts	_____	_____	_____	_____
Call donors and thank them	_____	_____	_____	_____
<b><u>Face to Face Solicitation</u></b>				
Go alone on a solicitation call	_____	_____	_____	_____
Go with board/staff on call	_____	_____	_____	_____
Become a spokesman for cause	_____	_____	_____	_____
Help determine gift amount for ask	_____	_____	_____	_____
Go to groups and make presentations	_____	_____	_____	_____
Solicit people I don't know yet	_____	_____	_____	_____
Host a cultivation event among friends	_____	_____	_____	_____
<b><u>Special Events</u></b>				
Plan	_____	_____	_____	_____
Brainstorm guest names	_____	_____	_____	_____
Invite my own contacts	_____	_____	_____	_____
Sell tickets to my contacts	_____	_____	_____	_____
Volunteer/Work at the event	_____	_____	_____	_____
<b><u>Direct Mail/Email</u></b>				
Write letters	_____	_____	_____	_____
Send emails	_____	_____	_____	_____
Use Facebook to share/like	_____	_____	_____	_____
Brainstorm prospect names	_____	_____	_____	_____
Bring in my own list of contacts	_____	_____	_____	_____
Send Thank you letters to donors	_____	_____	_____	_____
Sign and add notes to ask letters	_____	_____	_____	_____

**Other:**

(Source: Simone Joyaux, Edited by Capital Development Services)