

The Prairie Enthusiasts Board Fundraising

Adapted from resources from Marc Smiley with Metamorphic Consulting

BOARD MEMBER RESPONSIBILITIES

Board members often bring the key strengths of leadership, long-term vision, peer credibility and organizational accountability. Therefore, their role is often associated with the responsibility for defining the direction and approach to fundraising, building strategic relationships, asking for significant contributions and ensuring follow-through and results.

The Board, as a whole, should own all five of these functions related to fundraising

1. Recruit: Bring in new members
2. Orient: Welcome those members
3. Train: Tell them how they can get involved and where we need support
4. Evaluate: Ask members if they are getting what they need? Are they supporting how they want? Clarify expectations where needed.
5. Recognize: Thank the donor and encourage them to bring more people into the community.

Example activities:

- Making a significant donation based on ability to contribute.
- Developing and monitoring long-range fundraising goals
- Approving fundraising policies
- Cultivating relationships with key supporters
- Making fundraising calls and asking for contributions

STAFF RESPONSIBILITIES

Staff members often bring strengths of detailed understanding of the organization's programs and accomplishments, understanding the mechanics of fundraising, ability to manage details, building partnership relationships, and sustained focus. Therefore, their role is often associated with providing support to fundraising volunteers, developing implementation plans, managing fundraising systems and implementation of fundraising mechanics.

Example activities:

- Developing fundraising implementation plans
- Organizing board contact with donors and key supporters
- Participating in fundraising visits
- Providing training and development of fundraising volunteers
- Managing the database and donor files
- Aligning programs to funding opportunities
- Developing grant proposals
- Implementing direct mail and membership renewal programs
- Coordinating volunteer involvement in special events
- Evaluating and modifying fundraising programs
- Training and providing fundraising guidance to the Board and Chapter Leadership

WHAT WILL YOUR PRIMARY FUNDRAISING ROLE BE

All board members should be one of these an Asker, Ambassador or an Advocate.

- ☐ Asker: Ask members or prospective members to attend events, join leadership roles, make a donation, etc.
- ☐ Ambassador: Organize events for donors and potential donors to attend. The primarily goal of the event being to raise funds.
- ☐ Advocate: Be a storyteller for the organization (speaking with partners, writing endorsements, leader at events talking about TPE, etc.)

CREATE YOUR MENU

(choose at least three commitments for this year, they can't all be desserts)

APPETIZER

- ☐ Provide names of prospective/potential donors
- ☐ Attend and mingle with donors on hike lecture
- ☐ Invite donors to attend a hike, field trip or other event
- ☐ Call, write or email donors to thank them for their gift
- ☐ Advocate for our mission and serve as an enthusiastic ambassador
- ☐ Sign and personalize letters to current and prospective donors

ENTRÉE

- ☐ Be a Spark donor (make a gift of \$1,000+)
- ☐ Become a monthly donor to The Prairie Enthusiasts
- ☐ Include The Prairie Enthusiasts in your will/trust
- ☐ Lead a hike/tour of a property we're stewarding
- ☐ Host a house party or hike for donors to learn more about TPE
- ☐ Accompany staff on local donor visits
- ☐ Recruit potential or existing Spark donors to take up leadership positions (Chapter-level, Board-level or committee)
- ☐ Make calls to members at the end of the calendar year
- ☐ Speak/present at local community groups or business forums about The Prairie Enthusiasts

DESSERTS

- ☐ Collect other organizations' annual reports, donor lists and programs to send to Chapter Support
- ☐ Forward TPE-relevant emails and newspaper clips to prospective donors
- ☐ Write an article (non-Chapter update) for *The Prairie Promoter*

☐ Find interesting speakers for our annual conference

I, _____, commit to the fundraising role and menu I've checked for the next year of fundraising for The Prairie Enthusiasts.