FUND DEVELOPMENT:

One of the Board’s Basic Responsibilities is to ensure adequate resources for the organization.
(See slide 11.)

There are two revenue streams for your organization.

1. Restricted Funds → Define this. Grants, etc. that generally the staff will work on to obtain.
2. Unrestricted Funds → Define this. This is the revenue stream that the Board has direct responsibility over attaining.
PRELIMINARY DISCUSSION:

1. The Board Should Assess Needs & Set Goals:
   - Have the Board do a Financial Assessment on where the organization is with current funding (work with ED)
     - It is important to stress to the Board that they should figure out what the right ratio is for unrestricted funds vs. restricted funds. (i.e. 60-40)
     - Stress that it is general wisdom that a non-profit should have at least 3 months of operating & programmatic expense secured at any given point
   - Set goals.
   - Have the Board come with a “strategic plan” → short term (12 months), long term (3 year, etc.)
     - EX: A lot of organizations currently are getting stimulus funding → how does the Board plan on ensuring that future sources of revenue will continue the projects that these funds are currently sustaining
   - Be realistic. Don’t be overwhelmed by the plan or goals. Ex. Pick one or two things for each member to focus on for the year.
   - Set up Accountability Plan – check in to make sure things are being accomplished. Make a timeline and schedule a time to assess whether things are actually being done to meet the goals.

2. Determine Board Fundraising Leadership:
   - The Board should determine whether it needs a specific committee to focus on fundraising.
   - Note: This does not mean that other Board members who are not on the fundraising committee are still responsible for general fundraising duties

3. Board Participation in Fundraising:
   - 100% participation should be expected.
   - Discussion of Minimum Board Contribution: Board should determine what level of giving should be. There should be 100% giving from the Board.
There are different takes on this subject depending on the makeup of the Board.

4. **Consider Allocating Resources for Board Fundraising Training.**
   - This might be helpful for a Board if resources are available.
GENERAL FUNDRAISING PLAN:

I. Cultivate Relationships

a. Have each Board Member identify existing relationships within their network.
   i. Ex. Come up with a list of 20 people they know that they can introduce the ED to and talk to about the organization.

b. Deliberately work on constantly expanding that network.

c. Work with staff to ensure that those connections are entered into the organization’s database.

II. Identify Fundraising Sources

a. Board works on coming up with plans to meet the goals of the Strategic Plan on how to best fundraise

   i. Individual Donations
      1. Board works with staff how to figure out how to do obtain individual donations
         a. Mass mailings
         b. Website
         c. Personal visits

   ii. Fundraising Events
      1. Important to think about the PR it will bring to the organization as well as financial contributions.

   iii. Corporate Giving
      1. See I. → Cultivating relationships is essential!
      2. Determine a plan for your organization on how to get these funds. Research and networking is key!
      3. Think outside the box and focus on local corporations and business (large and small)
      4. Come armed with statistics on local impact that they would potentially be contributing to. Sexual violence issues are
generally thought of as scary or controversial → be smart on how you present the benefit to the community at large
5. Get the message together prior to meeting!

iv. Community, Cultural and Local Organizations/Groups

v. Think outside the box!

III. Making the Ask

a. Assign duties for making the ask and/or determining who is the best point of contact for each ask.
   i. This should be strategic and well thought out.
   ii. Do your research! Find out how that potential donor is connected to the organization.
   iii. Have a formula for the ask and messaging that you use but tailor it to each donor that you’re speaking to.

b. Work closely with ED and staff when and where it makes sense.

c. Give opportunities for Board Members to practice before making an ask.

d. Be aware of the public perception of the organization and any other sticky issues that might come up in any given conversation. Be prepared with a strategic answer.

e. Baby steps! → Think about” small” ways of contribution first. (i.e., donating a day of physical service by corporate employees) and next year make a bigger ask

f. Make sure that the Board is comfortable with talking about sexual violence. If they need a basic training about SV, make sure that the staff does this or provides the resources to do this.
IV. Follow Up

a. Accountability/Making sure that goals are being met. → Board Chair or whomever is designated needs to make sure that there is a plan for follow up. Come up with an Action Plan Sheet.
   i. Set up a timeline for reporting back on fundraising successes and challenges. → Keep learning about what works and doesn’t work!
   ii. Emphasize Board Contribution again!

b. Ensure that the thank you letters with tax deductible info when relevant, etc. are being sent out. Usually done by staff.
   i. Ensure that communication is happening with staff so that records are kept.

c. Ensure that donors are constantly being engaged. Don’t drop contact after a donation.
   i. Keep donors in the loop about the organization! Send newsletters, invite to events, and make phone calls when something new is happening.
      1. Communicate with ED to ensure that this is happening!
   ii. Statistically, donors who have given once when cultivated intentionally often keep giving year after year. These are the donors that you will approach for a major gift one day.

d. Follow up, follow up, and follow up! Consistent contact = Donations.

e. Reassess needs and goals as needed.

f. This is not a one-time plan (not a capital campaign). This is securing funding for the organization on an ongoing basis.

• Remember, your ability to achieve your mission is directly linked with the ability to raise funds!
• Americans gave more than $307.65 billion dollars to their favorite cause despite the economic conditions in 2008. There are funds out there. If you don’t make the ask, you’re not going to get anything!