

# BUILDING A FUNDRAISING BOARD

TOP TEN TIPS  
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- 1. Many hands, light load!** Fundraising works best when the entire board pledges to both raise funds and give to their organization. When every board member knows that all other board members will help with fundraising, they are more likely to help.
- 2. Start early.** When recruiting potential board members, let them know your organization expects them to play a role in the organization's fundraising.
- 3. Orient new members.** As part of your orientation of new board members, let them know the many ways in which they can get involved with fundraising.
- 4. Create a plan.** Have the entire board play a role in helping shape your organization's fund development plan. They are more likely to implement it if they've helped shape it.
- 5. Find the right fit.** There are many ways in which board members can pitch in to help with fundraising. Work with each board member to find out which tasks they are most comfortable with.
- 6. Consider a board agreement.** Many organizations have their board members sign agreements that list the amount they plan to give to their organization as well as what role they will play in fundraising.
- 7. Follow-up is key.** Remember that board members are volunteers and they have a lot going on. Gentle, encouraging reminders help keep them on track in case they forget or lag behind.
- 8. Talk about fundraising.** Many people have an aversion to raising money. Having a conversation where you ask board members who are reluctant to fundraise why they themselves give to other organizations often times gives them a new perspective
- 9. Fundraise together.** Fundraising is more fun when done in groups. For example, rather than having board members call people on their own at their homes, consider allocating 30 minutes after a board meeting for everyone to make fundraising calls together.
- 10. Celebrate success.** At every board meeting, celebrate the amount of funds raised. Celebrating affirms people's hard work and inspires further involvement with fundraising.

## TO DO LIST

- Have each board member make a meaningful contribution to the organization.
- Put fundraising on your board agendas.
- Engage your board in the planning process.
- Send your board members to a fundraising training.
- Have your board members sign a board agreement.
- Give all board members clearly-defined tasks.
- Celebrate success.
- If one board member is reluctant to fundraise, have another board member who likes fundraising talk to them outside of the regular board meeting.

*Ron Milam has over 14 years of experience facilitating meetings and developing leadership for over 50 organizations.*

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