A board can make or break a nonprofit’s fundraising program.

Part of creating a culture of giving starts with board members serving as leaders who are committed to fundraising. That’s why it is invaluable for you to develop a clear vision of what you want your board to do—and give them the tools to meet those expectations.

The average number of board meetings per year is 6.9

Average board meeting lasts: 3.3 hours

30% of development professionals who were planning to resign cited problems between them and their board as the key reason for their departure

30% of nonprofits have a policy requiring board members to make a personal contribution on an annual basis.

68% of nonprofits have a policy requiring board members to make a personal contribution on an annual basis.

24 hours after the meeting: distribute meeting minutes

26 days before the next board meeting: prep the agenda

10 days out: prep meeting packets

7 days out: distribute agenda, reports, and a meeting reminder

11-13 days out: meet with the board president

18 days out: update key fundraising board activities

24 days before the next board meeting: prep the agenda

36% of nonprofits have a policy requiring board members to make a personal contribution on an annual basis.

Donors who receive a personal thank you from a board member within 24 hours of a gift being received give up to 39% more.

Ask board members what’s holding them back from talking about your organization or feeling comfortable soliciting a gift. How can you alleviate their fears? Coach your board members on the fundraising cycle and what they can do to ensure potential donors will say “yes”.

Map out costs and anticipated revenue. Make sure that your plan is clear and achievable. Share the draft with your finance and development committee chairs to get feedback and buy-in.

Give every new board member an in-depth orientation that includes fundraising training. Kick off each fiscal year with a refresher orientation to ensure that all board members understand your work and how to ask for support. Create standard talking points and an “elevator pitch”.

Make a Move

5 steps to activating your board

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Ready to take the next step? Request a demo of our Donor Management system to activate your board!