

# Board Games

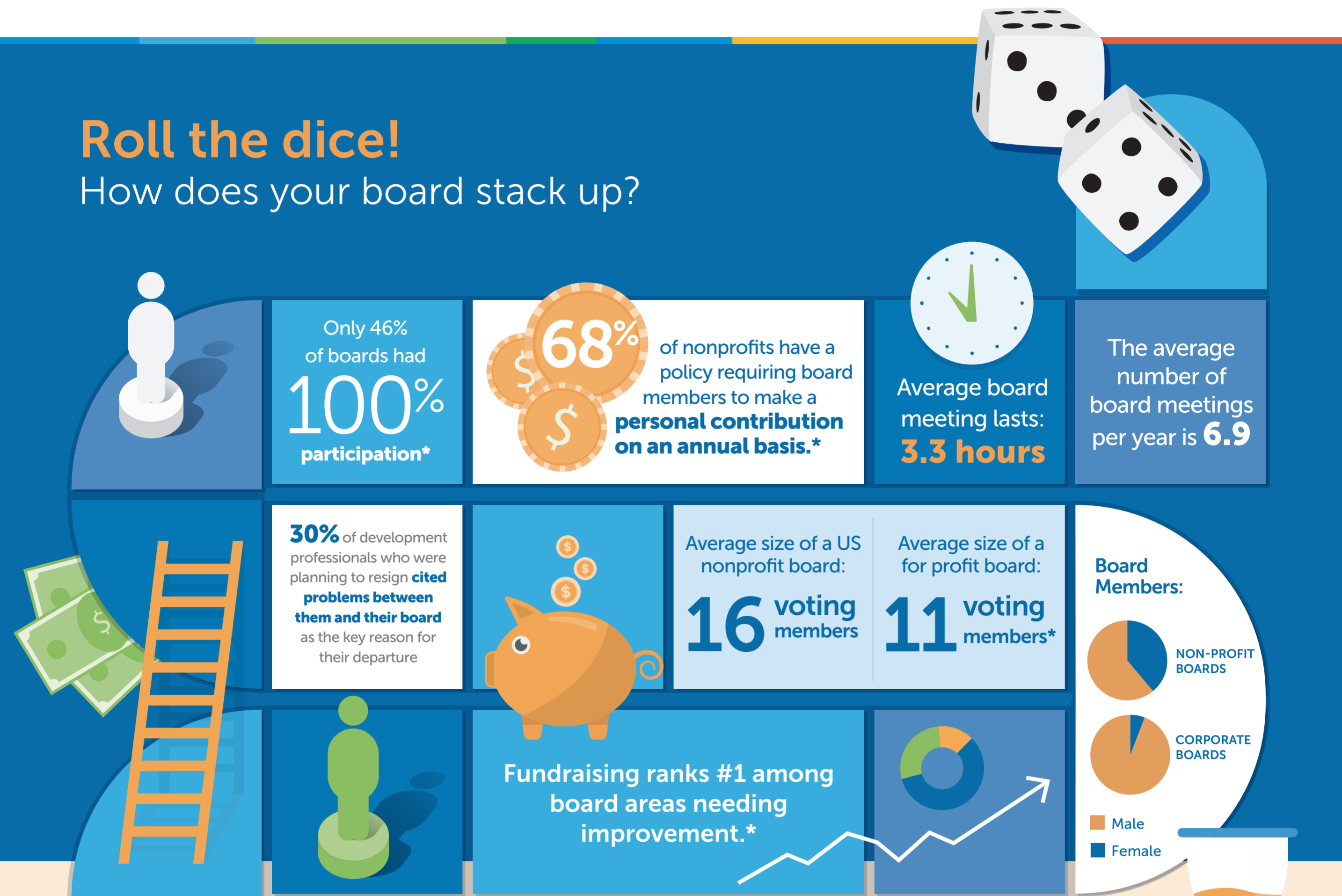
## How to Engage and Activate your Board for Fundraising Success

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.

### Roll the dice!

How does your board stack up?



### Stack the Cards in Your Favor

Keep Board Meetings on Track!



### Make a Move

5 steps to activating your board

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".



Build time during every board meeting for members to write thank you notes and regularly assign calls to board members to thank your donors. **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".



**Don't wait until year-end to get your board involved in fundraising!** Treat board members like a segment of your donors and steward them throughout the year.



**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.

\*Data sources: Board Source <https://boardsource.org/research-critical-issues/nonprofit-sector-research/>

**Ready to take the next step?**

Request a demo of our Donor Management system to activate your board!