

# How to Become a Fundraising Board

TEFN Conference  
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# Death by Event??

- Manpower and burnout
- Attendees not necessarily buying into the mission
- Staff time - opportunity costs
- Subject to outside forces (weather, economic downturns, worldwide pandemic)



# The Higher Education Model of Support

*You make a living by what  
you get. You make a life by  
what you give.*

*Winston Churchill*

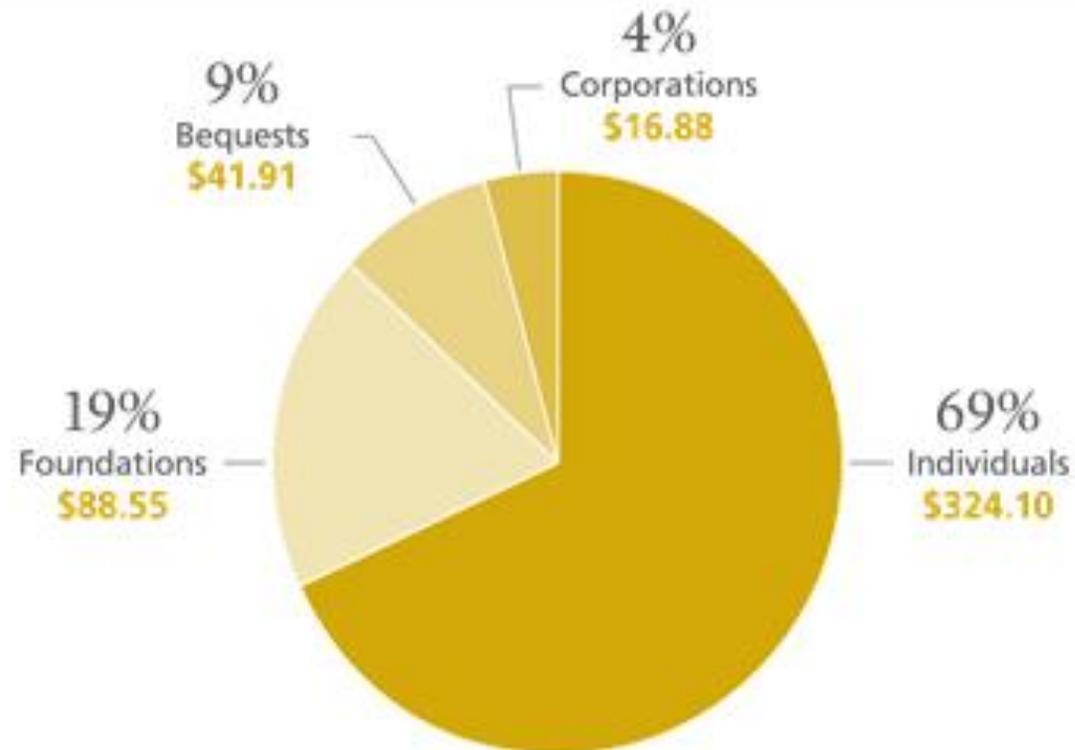
# Why people give..

- Friendship or respect for those who solicit them
- Recognition
- They believe in the mission
- Tax considerations



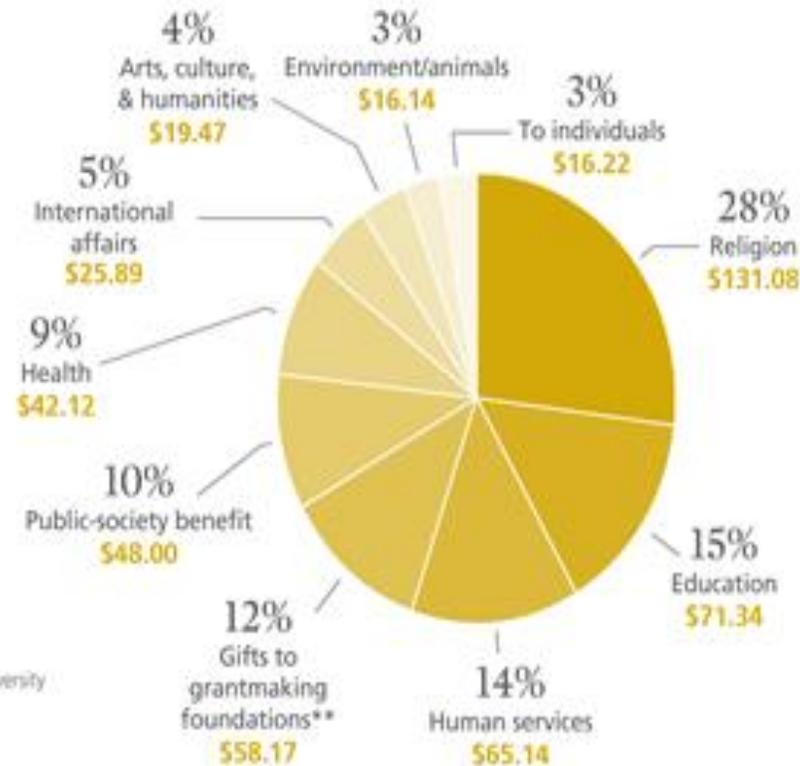
# 2020 CONTRIBUTIONS: \$471.44 BILLION BY SOURCE

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(in billions of dollars - all figures are rounded)



# 2020 CONTRIBUTIONS: \$471.44 BILLION BY RECIPIENT (IN BILLIONS OF DOLLARS - ALL FIGURES ARE ROUNDED)

2020 contributions: \$471.44 billion by type of recipient organization\*  
(in billions of dollars - all figures are rounded)



\* Total includes unallocated giving, which totaled \$22.13 billion in 2020.

\*\* Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.

# Preparation and Organization

*Before anything else,  
preparation is the key to  
success.*

*Alexander Graham Bell*

# Get Your Board On Board

- Have a frank discussion with your Executive Committee
- Talk with your Board about what fundraising means
- Recruit volunteers who are willing to participate in fundraising
- Fundraising obligation is included in Board Member Agreement
- May need to consider increasing size of Board

# Organizing the Campaign

- Every Director is on the Development Committee
- VP Development is clearinghouse for all contacts
- Contact Lists
- “Orphan List”



# Training, Training, Training



- Provide workshops for new directors (and any other director who wants to attend)
- Create a comfortable environment for them to ask questions. Assure them they won't make "cold calls."
- Practice common questions and possible objections.



# Team Up!

- Pick a theme
- Forming the teams
- Appoint captains
- Teams choose their names
- Monthly Contests



# Annual Campaign Time!

*JUST DO IT.*

*Nike*

# Fundraising Support

- Meet with teams during each monthly board meeting
- Zoom meetings for captains in between
- Accountability & assistance
- Weekly Reports
- Monthly Prizes

## SEPTEMBER TEAM CHALLENGE

The team that has the most in cash pledges by Friday, Sept. 24 at 5PM WINS custody of the trophy for a month AND will enjoy cookies from Crumbl during the Sept. 28 MEF Board Meeting.



# Executive Director Support

- Completes all corporate grant applications
- Submits most underwriting proposals (doesn't count toward goal)
- Participates as own "team" in campaign
- Signs any remaining "orphan list" solicitations

# Stewardship

*Feeling gratitude and not expressing it is like wrapping a gift and not giving it.*

*Unknown*

# Directors Role

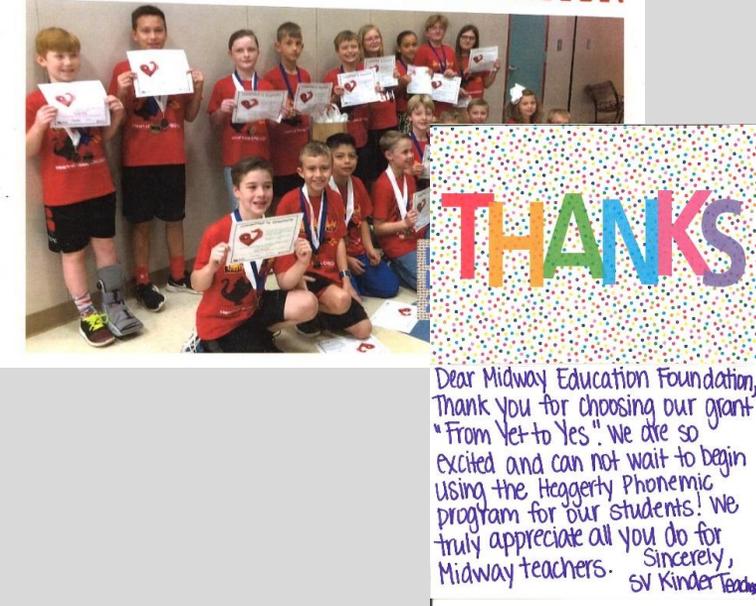
- Continue stewardship of same donors throughout the year
- Prize Posse Awards, etc.



# Celebrate



# Pagel's Axiom of Fundraising



To my knowledge, no one has ever been injured or disabled while raising funds for education foundations (or any other nonprofit).

Q  
&  
A

*MIDWAY*  
→ *ISD*  
*Education Foundation*



