AVOIDING DEATH BY EVENT:

How to Become a Fundraising Board

Suzi Pagel, CFRE
Foundation Innovation

THE PROBLEM WITH EVENTS

- 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

But we don't have any industry in our community....

$484.85 billion

In 2021, Americans gave $484.85 billion to charity, a 4.0% increase over 2020.
Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.

Where did the generosity come from?

Contributions by source

By percentage of the total

67% $326.87 billion

Giving by Individuals

increased 4.9% over 2020

19% $90.88 billion

Giving by Foundations

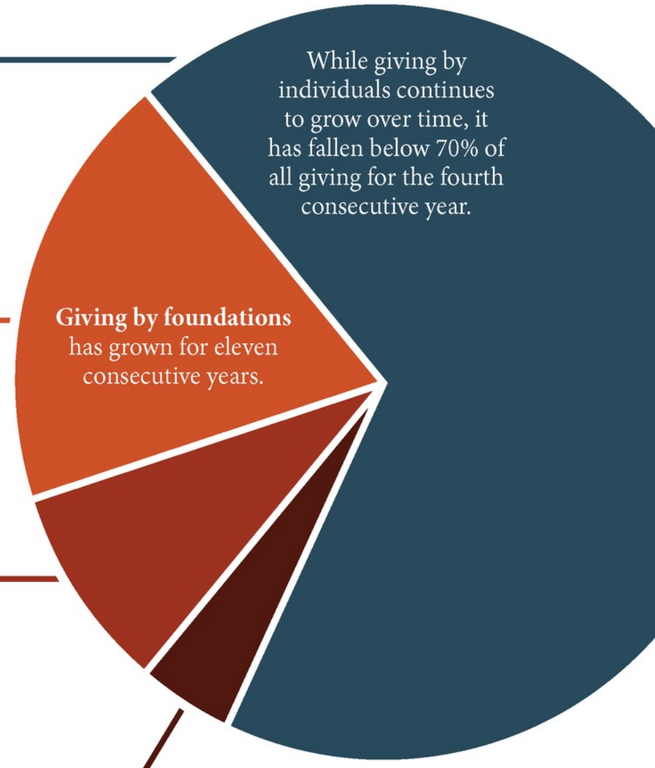
increased 3.4% over 2020

9% $46.01 billion

Giving by Bequest

decreased 7.3% over 2020

4% $21.08 billion



*All figures on this infographic are reported in current dollars unless otherwise noted.

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 Committe
- 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.

MARKETING MATERIALS

TEAM UP!

I'm INvested
Midway Education Foundation

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

ANNUAL CAMPAIGN TIME

Just please don't make me sell ads for the Charity Ball program.
I hate asking people for money.

Suzi Pagel,
1990
(before the Junior League of Waco converted her)

FUNDRAISING SUPPORT

Meet with teams during each monthly board meeting

Zoom meetings for captains in between

Accountability & assistance

Weekly Reports

Monthly Prizes

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
- Picks up slack from others

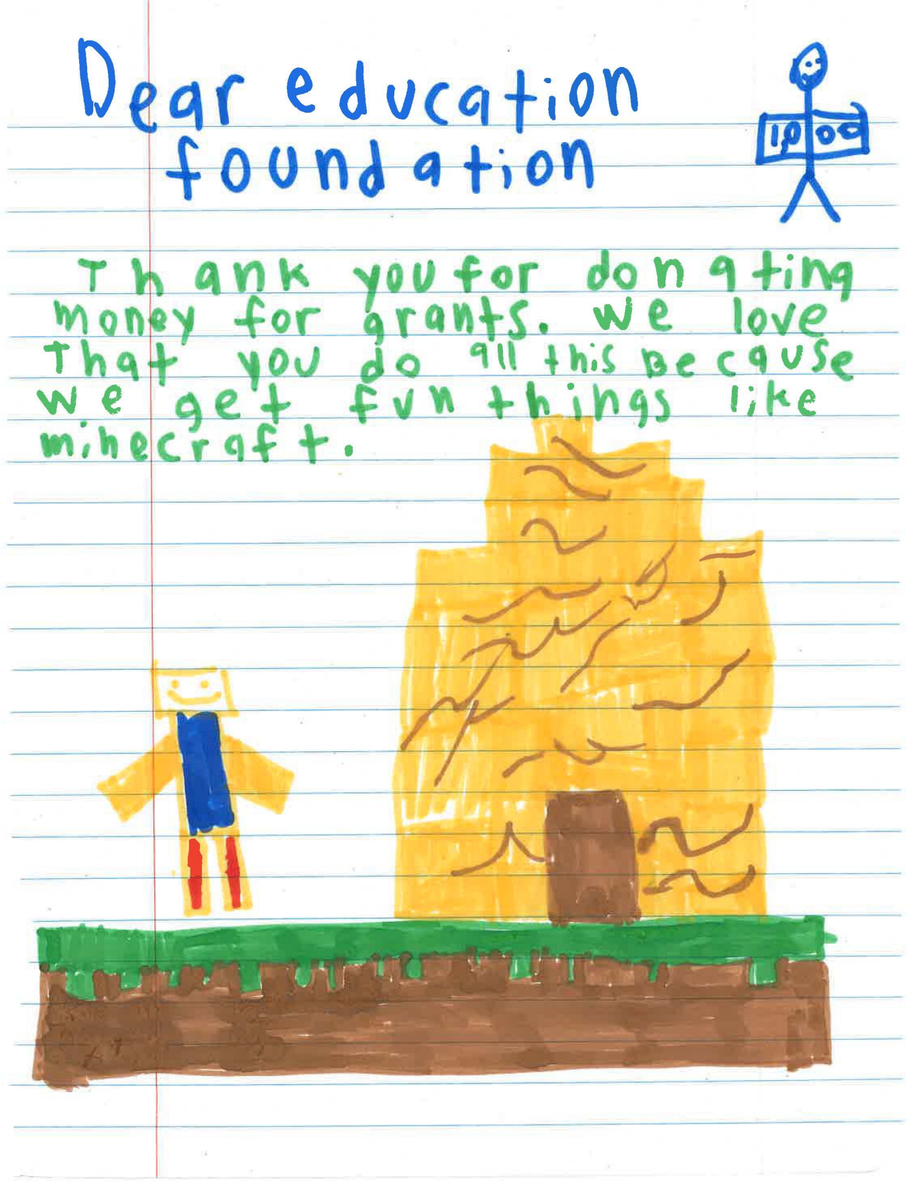
STEWARDSHIP

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

Unknown

CELEBRATE

STEWARDSHIP

More Stewardship Idea

- Summer Student Phone Calls
- Director Thank You Notes
- Onsite Visits
- Handwritten Notes from Student
- Student-Generated Videos
- Social Media Thank You Posts
- Website donor list
- Donor Wall/ Donor Recognition