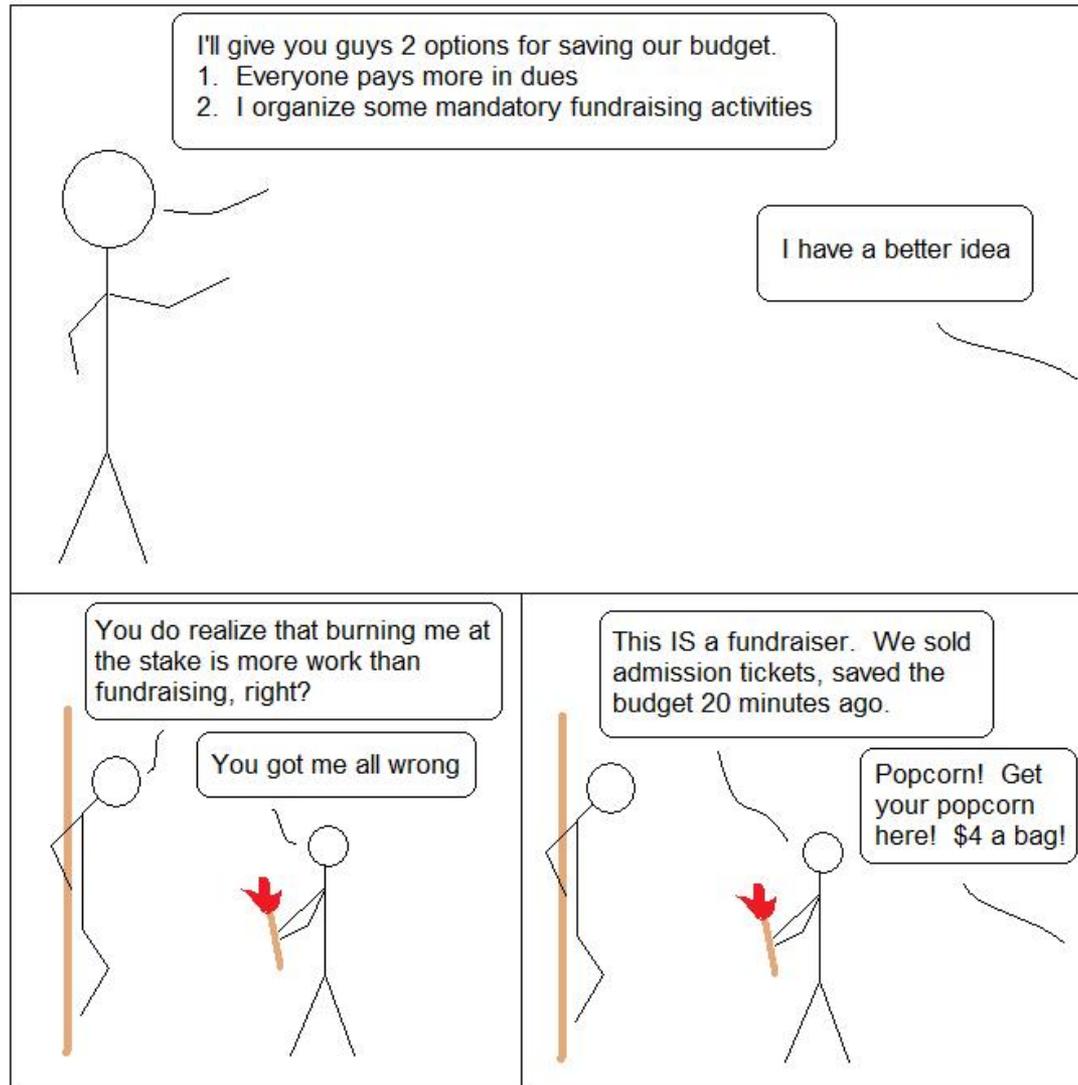


FUNDRAISING: BOARD ACCOUNTABILITY AND FOLLOW-UP

Julia Carboni, Ph.D.



Fundraising

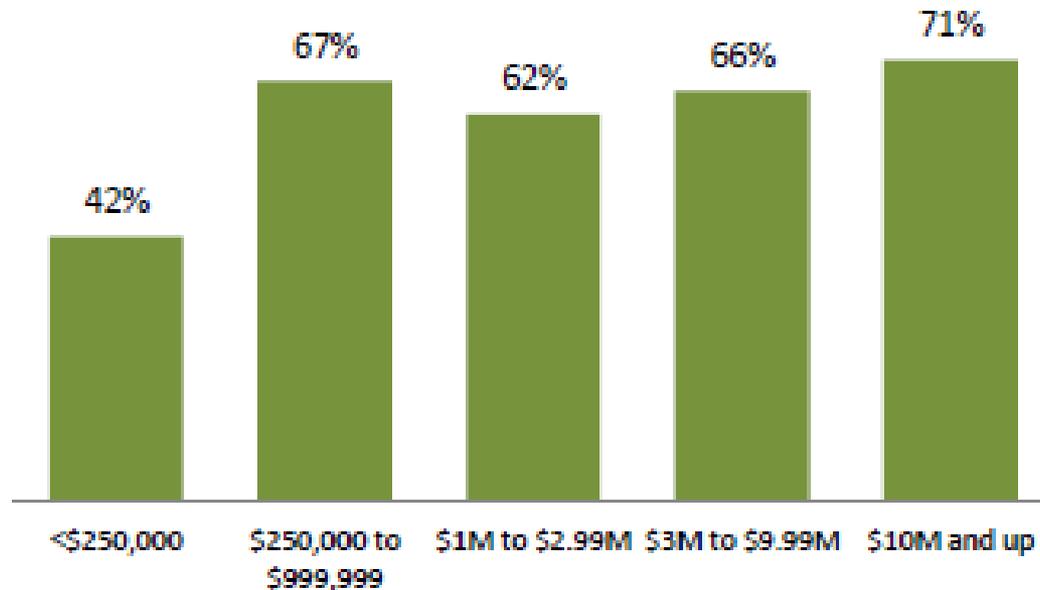


Reframing Fundraising

- “The gentle art of teaching the joy of giving.” – Henry Rosso
- Fundraising is about giving people a tangible way to make a difference
- The big question for boards and executive leadership is:
 - How do we get people to part with their money, time, resources, etc.?
- Art and science of fundraising

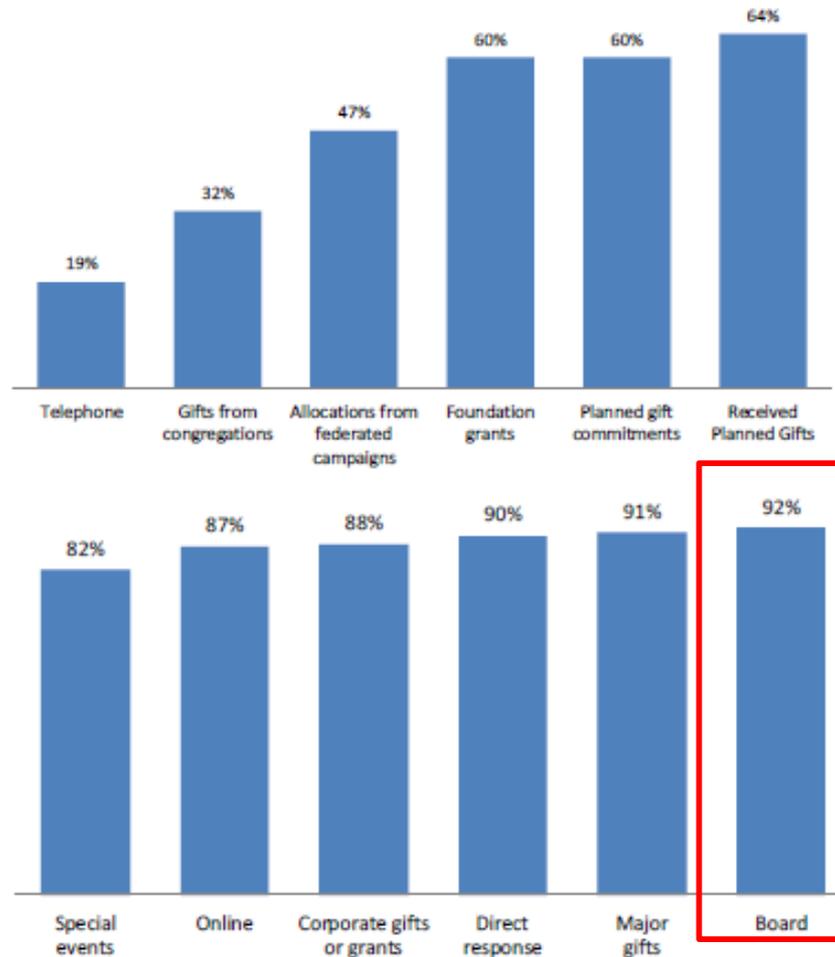
Meeting Goals

Figure 8: Percentage of responding organizations that met fundraising goal, 2012, by organizational size



Fundraising Methods

Figure 10: Percentage of responding organizations that use each of twelve fundraising methods



Fundraising Process

- Cultivation
 - Building relationships with individuals, foundations and other organizations
 - Develop community visibility
- Solicitation
 - The “ask”
 - Requires communication among board and staff
 - Present a compelling message
- Stewardship
 - Maintain donor relationships throughout the year

The Ask

- It's not just about the action of asking
- Must be prepared to solicit donors
 - Understand the donor and the donation – not all donors are alike
 - Case statement
 - Clear goals for donation
 - Confidence and control

Vignette 1: You Can't Get What You Don't Ask For

- What went wrong?
- How can we fix it?

Vignette 2: Preparation is Key

- What went wrong?
- How can we fix it?

Vignette 3: Maintain Control

- What went wrong?
- How can we fix it?

Get on Board

- Increase Board members' fundraising comfort level
 - Include fundraising in board orientation
 - Create a consistent fundraising message – for all stakeholders
 - Engage in tasks they feel confident and comfortable with
 - Create a clear fundraising plan with transparent goals for individual board members
 - Create a system to hold board members accountable to their goals
- Increase donations
 - Full participation of board in fundraising
 - Present a compelling case
 - Associate fundraising with tangible goals
 - Tailor fundraising strategy to type of fundraising and donor base
 - Be a steward to all donors – not just to major donors
 - Critically evaluate fundraising programs

Audience Role Play

- State your case
- Make the ask

Questions and Thanks!

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