

The Role of Trustees and Volunteers in Fundraising

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Nonprofits constitute a very large industry...

American individuals, estates, foundations, and corporations gave an estimated \$241 billion to charitable causes in 2004. Total contributions were estimated to be 2.2 percent of GDP. The all-time high was 2.3 percent of GDP in 2000.

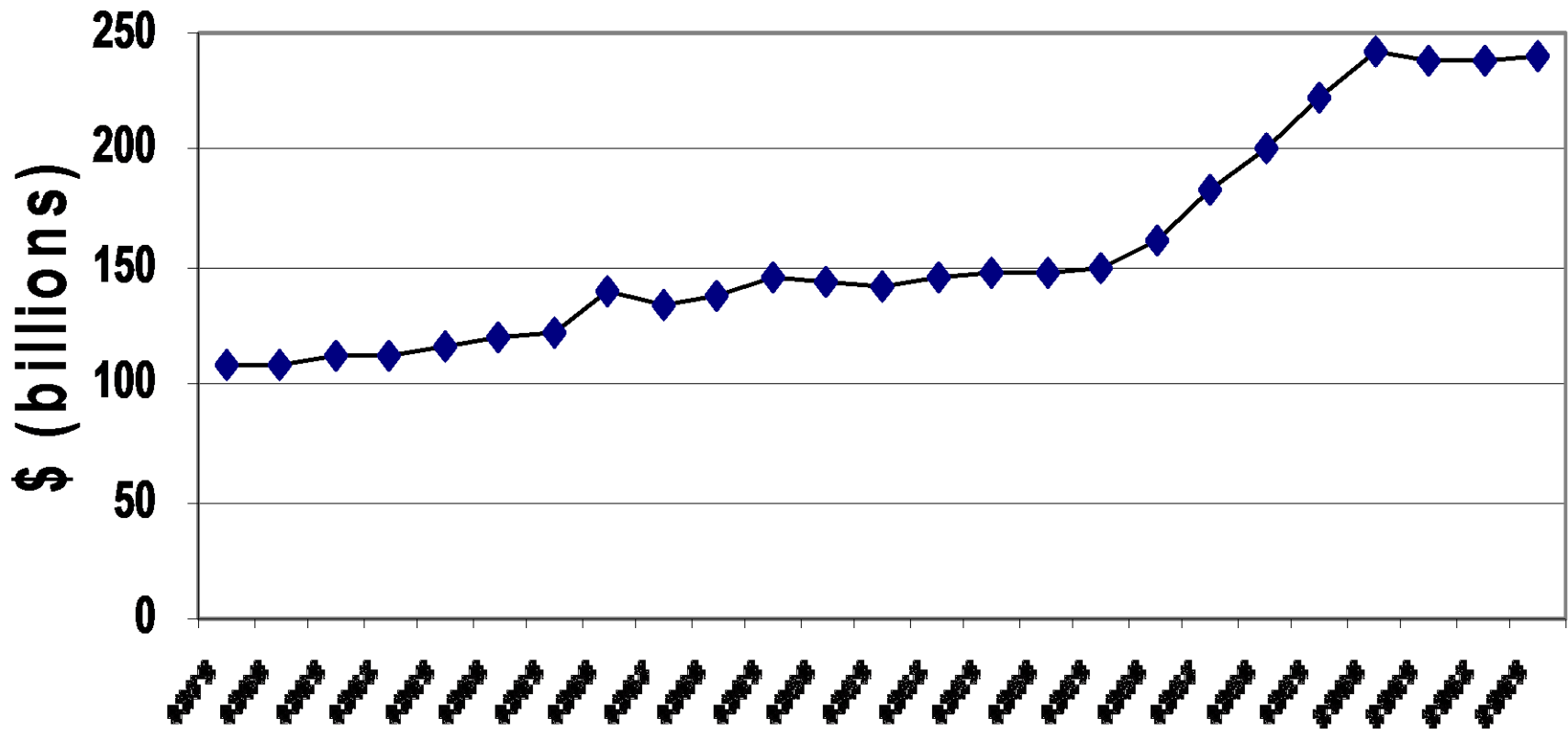
SOURCE: AAFRC Trust for Philanthropy

...that continues to grow.

More than half of charities, or 55%, reported an increase in contributions over 2003, while 8% reported no change, and more than a third, 37%, said they experienced a decrease in contributions.

SOURCE: AAFRC Trust for Philanthropy

Gifts to non-profits over the last 25 years

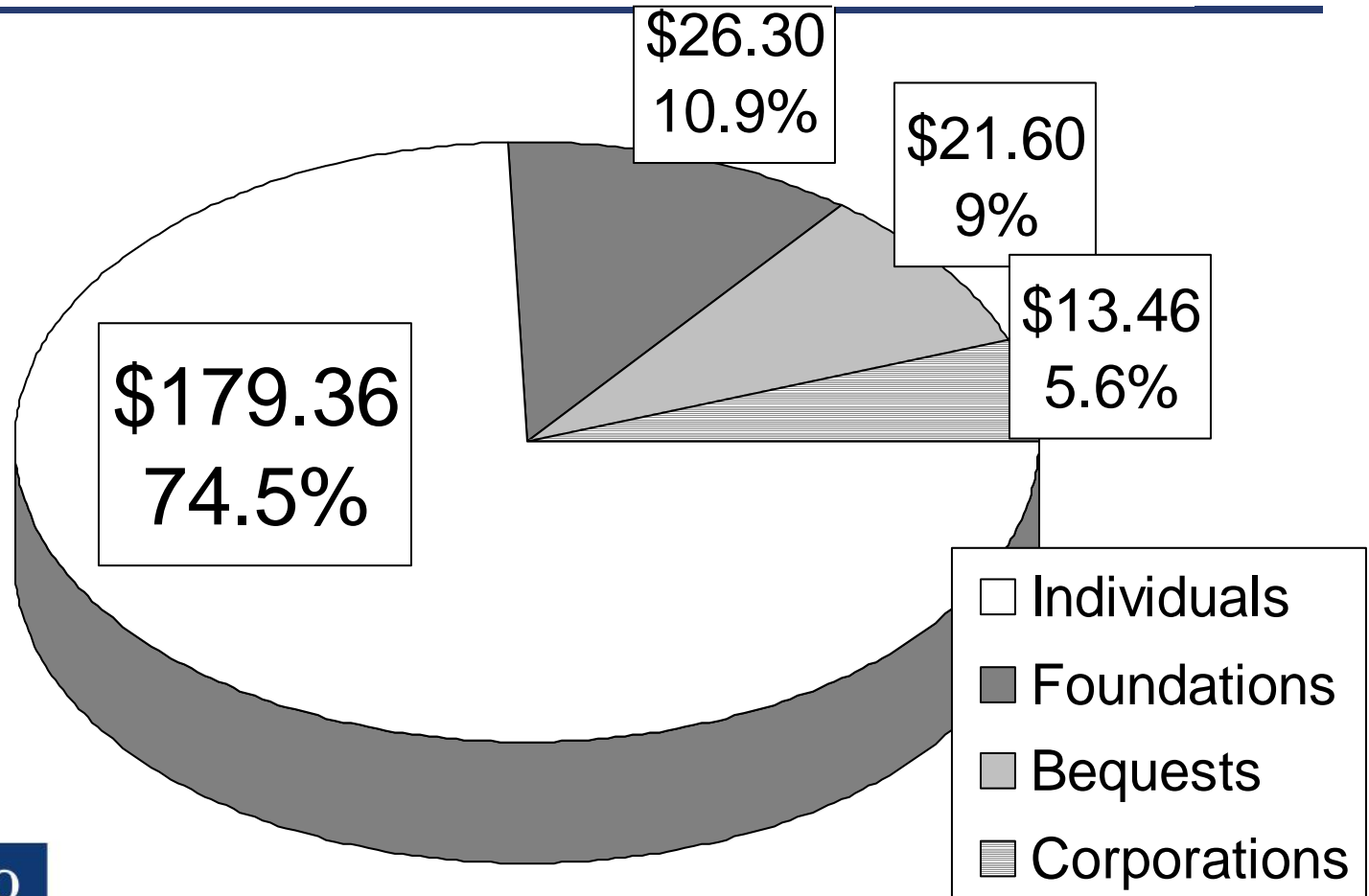


SOURCE: AAFRC Trust for Philanthropy

Sources of Support

Individuals and their bequests contribute between 80-85% of all philanthropy year in and year out. Corporate and foundation giving is important, but not the primary source of contributions. People think asking for gifts from corporations and foundations is easier and safer than asking individuals.

Where did the money come from in 2004?



Giving and Asking ...

People give money because they want to give.

People don't give unless they are asked.

People don't make large donations unless they are asked to make large donations.

Source: *The Board Members Guide to Asking*, by Fisher Howe

Giving and Asking (cont'd)

People give money to people.

People give money through people.

People give money to opportunities, not to needs.

People give money to make a change for the good.

Pop Quiz

The most difficult task in fundraising is:

- a.) Asking people for money
- b.) Determining whom to ask and how much to request

Asking is only one part of a board member's task in the fundraising process.

Fundraising requires a process

Identification

Evaluation

Strategy

Cultivation

Solicitation

Stewardship

Acknowledgment

... and a strategy

Whom do we ask?

How much do we ask for?

What do we ask for?

What cultivation is necessary?

Who does the asking?

What staff members say about trustees...

Give early and often.

Provide staff with information about yourself that may help them make linkages – what other boards do you or have you served on, what clubs do you belong to, where do you vacation, do you have a seasonal residence. Offer in-depth information on lists of prospective donors circulated by staff.

What staff members say about trustees...

You have undoubtedly seen things done very well other places, but understand that everything needs to be applied to the characteristics of your organization.

Even if you do not know someone who is being solicited, the involvement of a volunteer always lends more credibility to a solicitation.

What staff members say about trustees...

Make sure there is a board orientation for new members that includes fundraising. Remind new members of their obligation to give. 100% of board members must give.

Attend board and committee meetings.

What staff members say about trustees...

The development committee requires more hands-on than many other committees but still distinguish between the policy and management roles.

Be on the look out for other potential board members who can make a positive impact on the board.

What staff members say about trustees...

Attend events.

Execute committee assignments.

Respond to requests, invitations, emails, phone calls, as promptly as possible.

Questions and Answers

