

## The Beginning To All Fund-Raising: The Board Of Trustees

There is no greater strength in a fund-raising campaign than a board ready and willing to lead. There is no greater weakness than one which sees fund-raising as someone else's responsibility.

So that's where you start the process of a fund-raising campaign--- with your board. You have to have their commitment to be fund-raisers and to recruit additional volunteer fund-raisers. (Do your board members have a job description which includes the words, "..... will lead fund-raising campaigns and actively solicit gifts"?) It is their leadership that will make or break a campaign. They are the ones an organization will draw upon to establish a campaign committee and to make or find lead gifts.

When it comes to fund-raising campaigns, you need an attainable goal, a plan for getting to that goal, and the tools to execute that plan. But in the end, the success or failure of a fund-raising campaign hinges on leadership, and that leadership starts on your board.