

National Center for Nonprofit Boards

Board Attitude Regarding Fund-Raising

- 75% would participate if they had to--but would not enjoy it
- 50% found fund-raising "distasteful"
- 25% have never participated in any kind of gift solicitation
- 10% would absolutely refuse to take an active role in fund-raising
- 80% have no development committee or it is the least effective of all their committees

Main Reasons Given By Board Members For Hating Fund-Raising

1. Perceive it as begging for money
2. Feel it requires them to take advantage of their friendships to leverage gifts
3. Fear rejection
4. Don't know how to do it effectively

Strategies To Change Attitudes About Fund-Raising:

- A) Provide fund-raising education with workshops --- special retreat programs, etc.
- B) Assign less threatening tasks---have them help identify prospects, secure in-kind gifts, sign personal notes on proposals and solicitation letters, assist in the thanking process and programs to recognize and reward donors
- C) Coach and mentor and provide them with opportunities to experience success and give them recognition and credit for their achievements
- D) Encourage partnering with other volunteers or staff to help bolster their confidence. This arrangement is especially useful when capable and effective volunteers are "good at selling, but not so good at making the sale." The "closure" can be left to the partner in the solicitation.
- E) When appropriate, a site visit --- a tour of the organization's facilities and the opportunity to meet others involved with the organization should be offered. This helps significantly to "break the ice" in any one-on-one solicitation.