



STORY POINT
CONSULTING



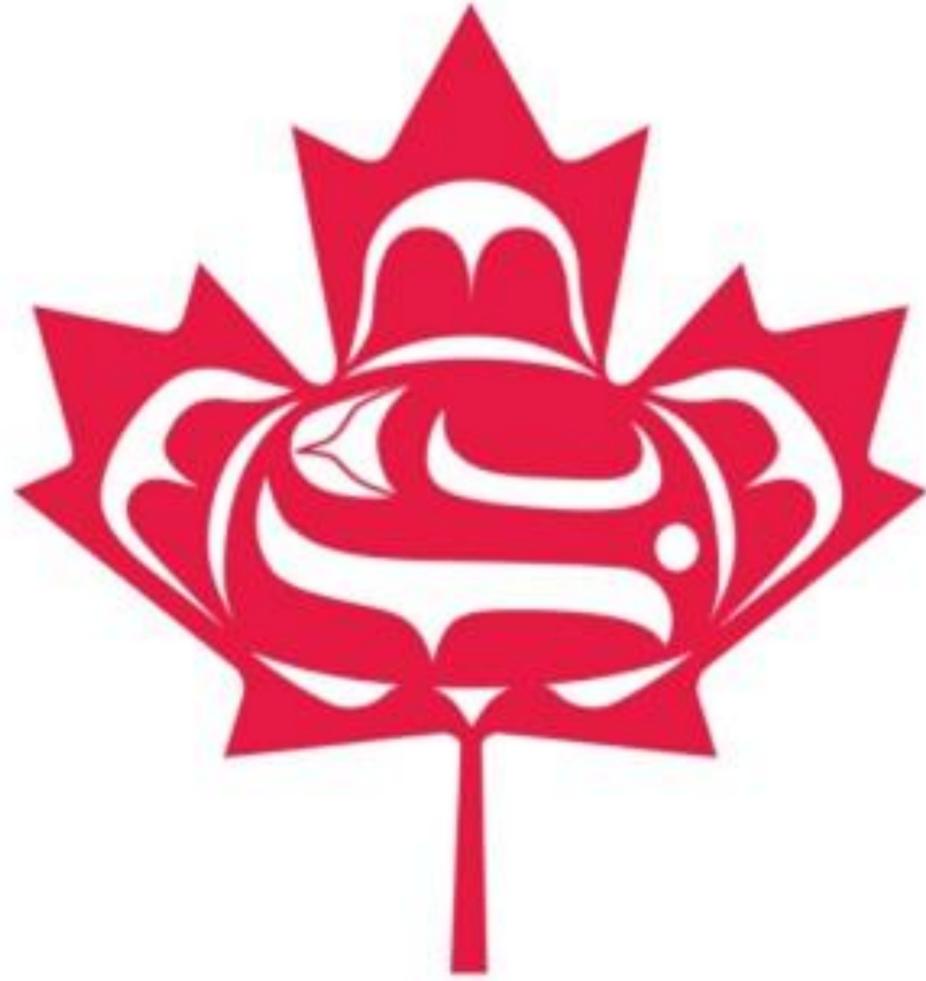
Fundraising 101: Encouraging Active Board Participation and Leadership



How We Help!

Raising fundraising capacity for non-profit professionals new to the sector, or with minimal or no formal training through coaching, training and consulting projects.





Canadian Indigenous Flag, designed by Curtis Wilson of the Wei Wai Kum First Nation

Poll:
Is your board engaged with your organization's fundraising efforts?





The Board's Role In Fundraising



Common Reasons Board Members Do Not Fundraise



Strategies for Involving the Board in Fundraising



Activities to Start Today



Where's the fun in fundraising?

“Fundraising is the gentle art of teaching the joy of giving.” – Henry Rosso





The Value of Your Cause

Fundraising Myths and Facts

Myth 1



Fundraising is all about money.

Myth 2



Fundraising is complicated.

Myth 3



Corporations give the most money.

Myth 4



When people see your value, they will give.

Who is responsible?





The Importance of an Internal Team



The Board of Directors

The importance of board leadership.

The Board's Role In Fundraising



Strategic Plan



Fundraising Budget



Process



Commitment

Common Reasons Board Members Are Not Involved in Fundraising





Limited Time



Lack of Experience



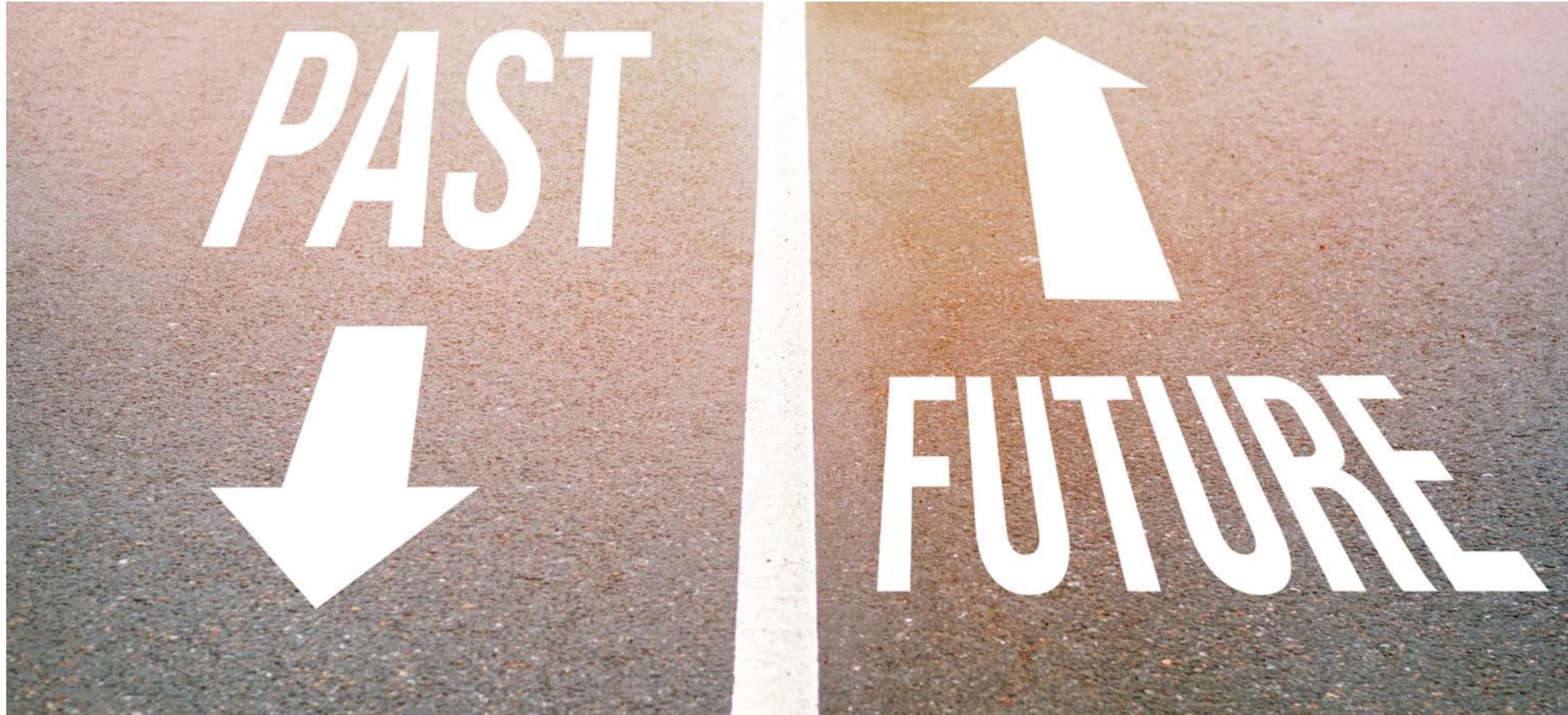
Significant Expertise



Inactive Members



They Are Uncomfortable Asking for Money



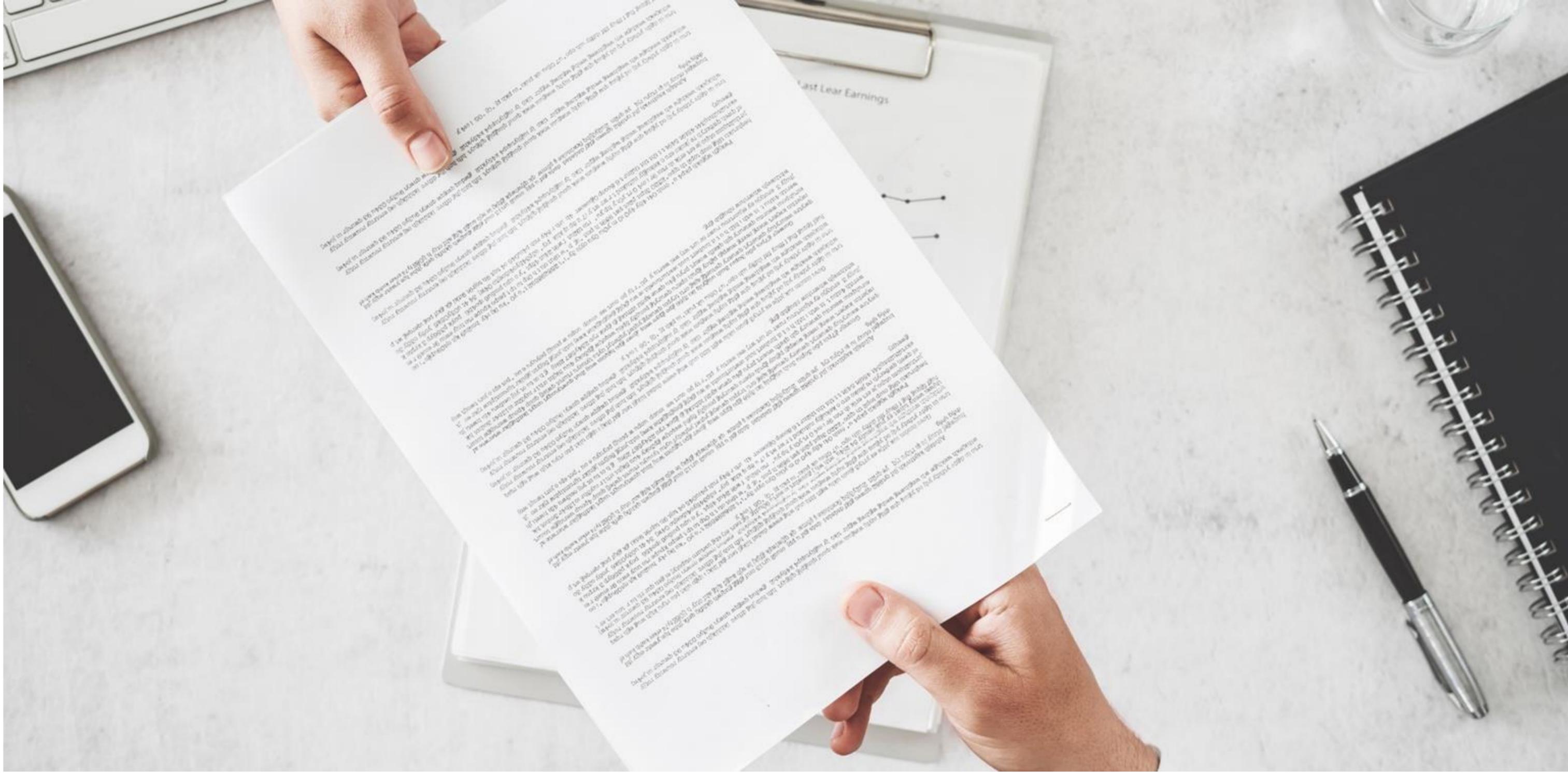
Tied to Past Practices



Effective Strategies for Working Alongside the Board in Fundraising

Strong Leadership





Guidelines for Board Conduct



Create a Culture of Documentation



Confronting Problematic Behaviour of Board Members



Targeted Recruitment



Job Descriptions



Seek Training



Ongoing Communication & Involvement



Leverage Technology



Be Willing To Listen



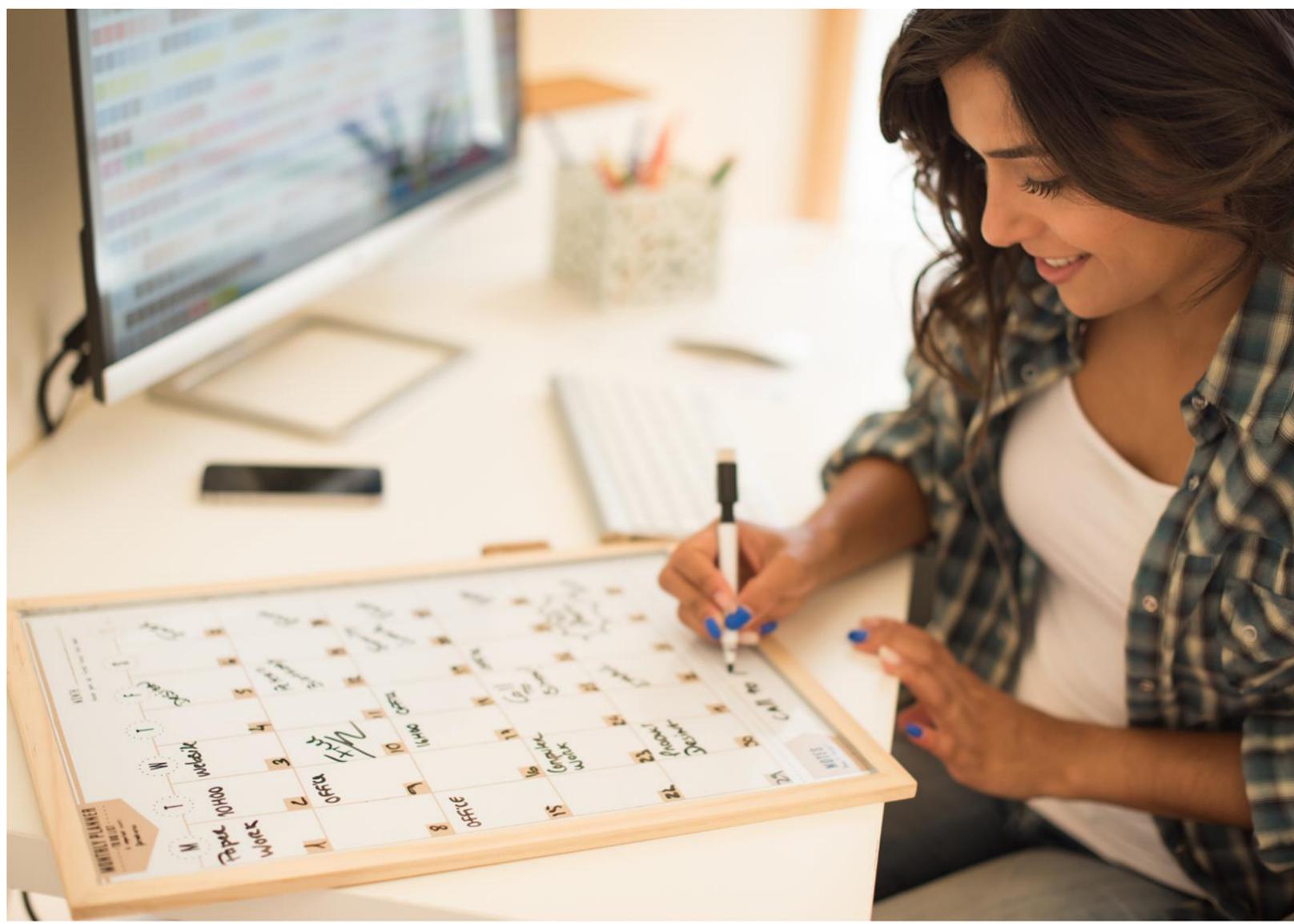
Neutral Party



Create a Committee

Keeping it Simple





Start Right Now

- Set a date for annual planning.
- Ask your board members to for their involvement.
- Share stories of people your organization has helped.
- Thank your board members.



Board Templates

- Sample board job description.
- Sample policy for respectful communication.
- Sample form to document problematic behaviour.



eBooks, tools
and templates

RESOURCES FROM STORY POINT CONSULTING

Register Now NOW

Fundraising Templates

Visit our Resource Library at storypoint.ca/

Contact Us



Website:
www.storypoint.ca



Email:
info@storypoint.ca



LinkedIn:
[@story point consulting](https://www.linkedin.com/company/storypointconsulting)



facebook:
[@storypointconsulting](https://www.facebook.com/storypointconsulting)