

Board Engagement in Fundraising



May 3, 2018



Donate Here

In-Person: 8:00 a.m. – 8:00 p.m.
Online: Midnight to midnight
www.GiveDeKalbCounty.org



Agenda

- The Power of an Engaged Board
- Your Board and Give DeKalb County
- Opportunities for Engagement
- Peer-to-Peer Fundraising
- Demo of Peer-to-Peer Fundraising
- Workshop!

How would you define an engaged board?

What does engagement mean for your organization?



The Power of an Engaged Board

- Including your board members in your Giving Day planning can have a greater impact on your Giving Day Success
 - Being included leads to being involved!
- Organizations with an engaged board **raise 2-3 times more dollars** on their giving day than those without (Based on GiveGab #GivingTuesday Data)
- Boards who attended planning meetings or were peer-to-peer fundraisers showed the most engagement



Setting Clear Expectations

- As you develop your Give DeKalb County 2018 campaign strategy, determine where your board members can help your organization the most
- Make it clear at the beginning of the planning process what role they'll play in your overall Give DeKalb strategy on May 3
- Create an even playing field for all your board members to actively participate and assist you in the process in a way that works best for your team
- Communicate the importance of fundraising and how fundraising directly impacts your mission



Putting the FUN in FUNdraising

- **Buddy Up!**
 - If you have an inexperienced board member or a board member that isn't comfortable fundraising, pair them with an experienced member to show them the ropes and reduce the perceived stigma of fundraising.
- **Share the opportunities** online days like Give DeKalb County can provide
 - Potential new donors, wider demographics, online exposure, educational resources, improved donor analytics, and the Bonus Pool!
- Encourage your board to **share personal stories** about what first connected them to their cause and why they give to motivate their peers
 - Check out the storytelling guide in your board engagement toolkit on [GiveDeKalbCounty.org](https://www.GiveDeKalbCounty.org)
- Send out a **regular email series** with important updates and clear steps
 - You can find guides and a sample newsletter template in your board engagement toolkit



Your Board and Give DeKalb County

Before Give DeKalb County:

- Invite your board members to a Giving Day kickoff
- Provide regular updates at your monthly board meetings
- Share any helpful resources with them (like graphics!)
- Prepare them to be P2P fundraisers or social ambassadors
- Continually emphasize the importance of their participation
- Utilize the resources in your Give DeKalb County Nonprofit Toolkit to make planning and preparing your board a breeze!



Your Board and Give DeKalb County

During Give DeKalb County:

- Encourage your board members to share socially
- Send your board emails with specific calls to action
 - Donate! Share! Email! Fundraise!
- Share your progress regularly throughout the giving day



Your Board and Give DeKalb County

After Give DeKalb County:

- Ask your board to personally thank your Give DeKalb County donors
- Steward Your Board
 - Thank your board members for their help and hard work
 - Celebrate your team and a job well done
- Share insights to your campaign success
- Host a debrief to break down what you've learned
 - This will make preparing for Give DeKalb County 2019 a breeze!

Opportunities for Engagement



May 3, 2018



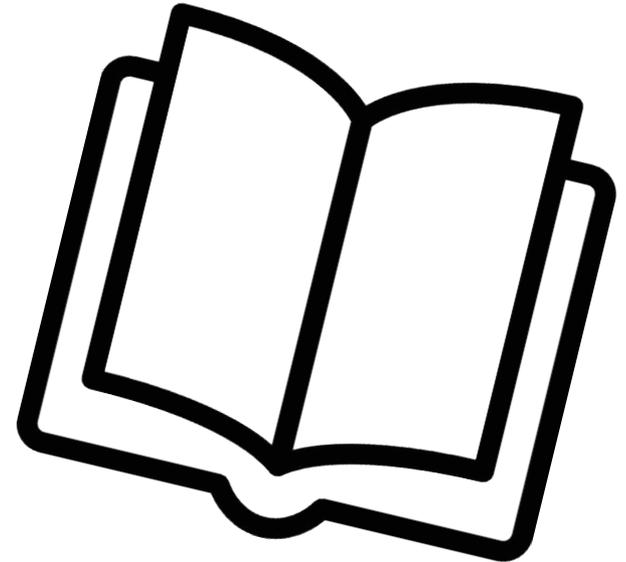
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Tell their Story

- Ask your board to tell their story as to why they support your organization in so many different ways
- Use these stories in your Give DeKalb County marketing materials, to customize your Give DeKalb County profile, or share these stories with donors!
- Download the [Storytelling Template](#) in the Toolkit!



Social Ambassadors

- Leverage your board member's social network and encourage them to like and share your content, as well as post their own.
- Encourage all board members to swap out their cover photos for a Give DeKalb County graphic from your Nonprofit Toolkit
- Use Give DeKalb County graphics and/or links in their personal email signature



Form a Giving Day Committee

- Designate 2-3 Board Members who will be on point for Give DeKalb County
- Lead the charge for marketing ideas, messaging, donor stewardship plan, gathering stories for the profile, and more!
- Provide updates or request feedback from the larger group during Board Meetings



Donor Stewardship

- Enlist your board members to help you thank and acknowledge your donors
- Have them make calls or send emails to your larger donors personally thanking them for their contribution to your cause
- At your next board meeting take the time to have your board members write a few handwritten notes to donors



What other engagement opportunities have you employed with your organization?

Were they successful?

Peer-to-Peer Fundraising

- Recruit your board members to create their own peer-to-peer fundraising pages tied to your Give DeKalb County profile
- Encourage them to share their personal connection to your cause with their own network
- Stimulate friendly competition with incentive for your top fundraiser





Demystifying Peer-to-Peer Fundraising

What is it?

- An easy way for your most passionate supporters to create their own personal fundraisers for your organization and collect donations on your behalf during Give DeKalb County

How easy is it?

- Really easy! With a built in toolkit just for your fundraisers, there's no training required. The sooner you communicate your goals and get your fundraisers involved, the more likely you are to have a successful P2P campaign!

How can we do it?

- Identify some potential fundraisers then go for it! Use the toolkit on GiveDeKalbCounty.org for best practices and steps for success.



Getting Your Board on Board

- Introduce P2P Fundraising at your next board meeting
 - Stress the benefits of P2P and the positive effect it can have on your organization
- Have a P2P Kickoff with your board members to help get them set up with their Give DeKalb County fundraising pages and set them up for success
 - Help them customize their page and develop their personal story to share
- Arm your P2P Fundraisers with everything they could possibly need
 - Give DeKalb County Graphics, profile links, sample email and social media templates, etc.
 - All of these resources are already available in your Give DeKalb County Toolkit!



Why are Board Members great P2P Fundraisers?



Why are Board Members Great P2P Fundraisers?

- They are already engaged with your organization
- They know your mission very well and can speak to it confidently
- They have great stories to tell
- Large peer networks and influence in the community
- Competition and incentives

Demo of Peer-to-Peer Fundraising and Toolkits



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Key Takeaways

- Every nonprofit board, and board member, is different, and so are the ways in which they can participate and help you reach your goals
- Educating your board about the importance of participating in Give DeKalb County early on can make a big difference in your success
- Providing clear calls to action and steps for success can motivate your board members to more actively participate and help your organization reach its goals for Give DeKalb County 2018



Workshop Time!

Create a short agenda and talking points for a Give DeKalb County 2018 Kick Off

Things to think about:

- How will you talk about Give DeKalb County to your board?
- How will you bring enthusiasm about the day?
- What goals do you want to aim for?
- What roles you want your board members to play in Give DeKalb County?
- Why do you need their help?
- What resources will you bring to encourage those roles and responsibilities?



Sample Agenda

- 5:00 - 5:15: Open the Meeting
- 5:15 - 5:30: Introduce Give DeKalb County on May 3
 - Why we should participate
 - Our 2018 goals
- 5:30 - 5:45: Your Role in Give DeKalb County
 - Peer to peer fundraising
 - Donor stewardship
 - Resources to assist with this
- 5:45 - 5:50: Give DeKalb County Next Steps
 - Add Give DeKalb County as a regular agenda item
 - Watch the Peer-to-peer fundraising video
- 5:50 - 6: Answer any questions, and close the meeting

Questions?



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