

Boards on Fire: Igniting Passion for Joyful Fundraising with Christal Cherry

Presented By: Christal Cherry

Thursday, June 22, 2023 | 12:00 – 1:00 p.m. EDT

Type in the chat where you are joining us from!



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

Meet the Speaker



Cristal Cherry

Christal M. Cherry, The Board Pro, worked 23 years as a nonprofit fundraiser serving higher education institutions, seminaries, and human service organizations. Now as a board consultant for nonprofits, she equips and empowers boards to support their missions and change the world. Her services as Principal and CEO of the Board Pro include recruitment, governance, fundraising, conflict resolution, and diversity, equity, inclusion, access, and belonging.



Boards on Fire

Igniting Passion for Joyful Fundraising



THEBOARDPRO

Christal M. Cherry



Who's In
The
Room

Chat Introductions & Icebreaker

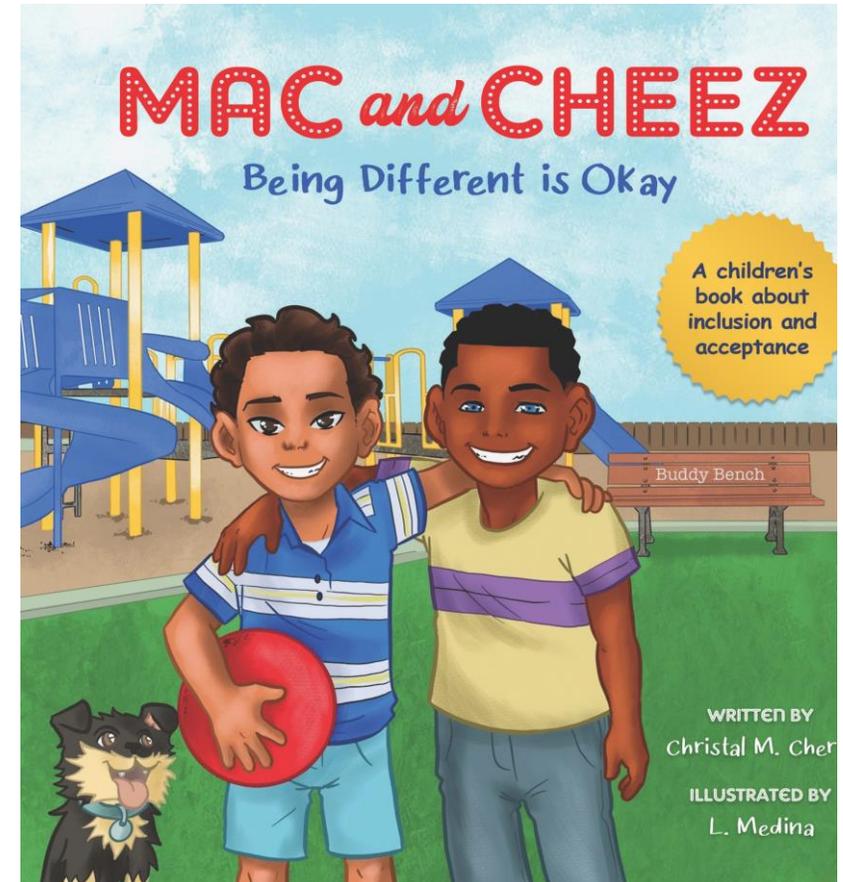
- Name
- Title
- Why you Came Today
- The first concert you ever attended

Christal M. Cherry

Trained Fundraiser
Board Consultant
Board Member
Volunteer/Donor
Super Mom
Native New Yorker
Breakfast lover
News junkie
Oldest sibling
John Legend fan
Leo, born in August
Author



Macandcheez.com



What is the one thing that illustrates your organization is thriving?

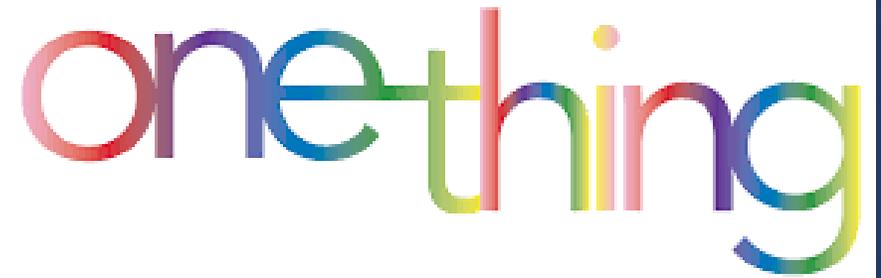
A strong mission?

A solid cash reserve?

A charismatic Executive Director?

Diverse revenue streams?

Low staff turnover?



one thing

The logo for 'one thing' features the words 'one' and 'thing' in a lowercase, rounded font. Each letter is filled with a different color from a rainbow spectrum, creating a vibrant, multi-colored effect. The letters are set against a white background within a dark blue L-shaped frame.

Who's at the Top Matters

Board Chair & Executive Director

- Shared leadership with two invested thought partners with the right mix of poise, commitment, vision, compassion, and execution is what all organizations need to thrive.
- Each lead a group of the organization's most vital stakeholders
- Each understanding their roles, both separately and in relation to one another, exhibiting passion and the desire to serve the best interest of the organization and its stakeholders

Leadership matters!

Setting Clear Expectations

Know the responsibilities of your board members:

- Determine mission, purpose, and goals
- Hire, supervise, support the Executive Director/CEO
- Create, follow, and implement Strategic Plan
- Monitor and strengthen programs
- Ensure adequate financial resources - secure funding, oversight
- Exhibit legal and ethical integrity
- Advocate, articulate, and support mission- garner support
- Build and sustain a competent board - recruit, orient, and inclusion culture

Board Pledge/Contract

As a member of the Board of Directors of ABC, I have a legal and ethical responsibility to put ABC first

I pledge my commitment to assist in carrying out the work of ABC. I act responsibly and prudently. I understand my duties to include:

- Legal, fiscal, and moral responsibility to; Be familiar with our budget; Know + approve policies and programs + oversee their implementation; Take responsibility for making decisions on ABC's issues and board matters; Interpret ABC's work and values to the community; represent ABC and serve as a spokesperson; Keep up-to-date on the business of ABC; Excuse myself from discussions, decisions, and votes where I may have a conflict of interest.
- Attendance at ___ board meetings per year. Should I be unable to attend a meeting, I will, if needed, be available for telephone consultation. Additionally, I will serve on at least one board committee.
- An annual personal minimum financial contribution of \$500 to ABC paid in a one-time donation or in mutually agreed to installments.
- Active participation in one or more fundraising activities.
- Should I fail to fulfill my commitments to ABC, I understand that the Board Chair will call upon me to discuss my responsibilities and consequent actions needed to remain active and in good standing.



Board Fundraising Trivia



- Fundraising tops the list of board challenges
- The number one reason why people do not donate is that they're not asked
- The board must role model giving behavior for other prospects and donors to follow
- Philanthropy needs to be taught before you can fundraise
- Organization owns their donors
- It's much easier to get more money from an existing donor than \$1 from a non-donor
- Ninety percent of fundraising work is cultivation; 10 percent is asking



Boards' Deep Resistance to Fundraising

Why do Boards Despise Asking?

- They don't know what fundraising really is
- Not equipped to talk about your organization and why it needs support
- Don't want to trespass on friends and families
- Fear of rejection
- Personal relationship with money



Board Challenges Re: Fundraising

- Mission is muddy
- Lack of leadership and role models
- Poor communication
- Expectations are unclear
- Not Engaged - board not being used optimally
- Fundraising strategy is not defined
- Lack of training - not equipped to fundraise or advocate
- Misconceptions about fundraising
- Joy and fundraising never used in the same sentence

Is Your Board Fundraising Ready?

- Assess your board's fundraising culture
- If you have a board member who is not willing to cultivate and steward gifts within his or her network, he or she should not be on the board
- Place fundraising on all of your board meeting agendas to discuss accomplishments and challenges. Publicly acknowledge board members involved in the process
- Ensure adequate staff support and staff resources for successful fundraising
- Include fundraising education in your board development activities
- Have all board members sign a board contract that includes fundraising expectations

Creating a Fired-Up Culture of Philanthropy

Share Mission Moments

Show Infographics with statistics

Review talking points

Practice the “elevator pitch” of why board members are involved

Pair off and practice telling each other a personal memory. Set aside time in a board meeting to practice your members’ storytelling abilities

Provide plentiful board fundraising and outreach opportunities



www.theboardpro.com

Why Board Fundraising Matters



Advocating on behalf of your organization is a core part of board service



A board that is passionate about the mission can empower your organization to reach new fundraising heights



100% board giving sets a good example and shows the staff, volunteers, and other donors that the board is committed to the cause and to fundraising for the cause.



When board giving is less than 100%, donors and foundations lose faith in your organization

The Benefits of Effective Board Fundraising



Genuine connection
to the mission



Duty to supply the
organization with
sufficient resources

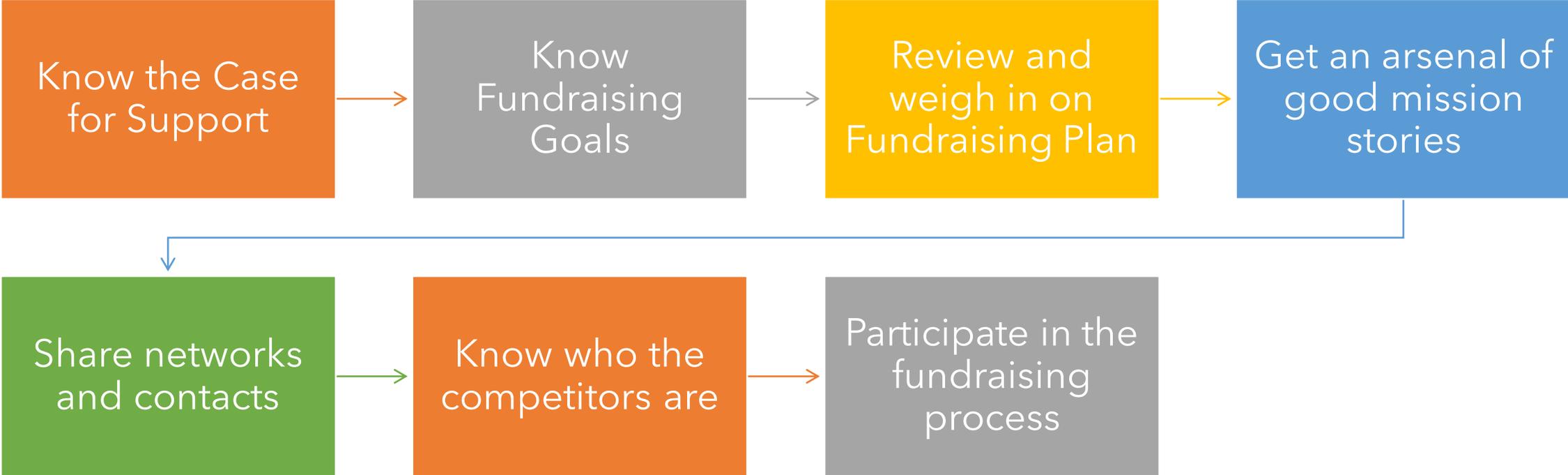


Understanding of the
inner workings of the
organization

Fundraising is Not Optional

- Only 5% of nonprofits list fundraising as a strength
- 68% of boards require boards to make a donation
- Only 46% of boards report 100% giving
- 100% of organizations would benefit with support

Board Fundraising Responsibilities



The background of the slide features a collection of colorful sticky notes in shades of yellow, light blue, purple, pink, and white, scattered on a dark wooden surface. Each sticky note has a simple black outline of a person's head and shoulders. The text is overlaid on the right side of the image.

Board Member Fundraising Responsibilities

- Make personal contributions
- Identify, evaluate, and cultivate prospects
- Attend face-to-face solicitations
- Write appeal letters
- Organize and attend special events
- Thank donors



Lead board's participation in fundraising



Work with staff to implement the fundraising plan



Develop fundraising policies, plans, procedures, and schedules for board



Teach board members fundraising skills and techniques



Propose minimum board member contributions



Inform board members about ways to give, matching gifts, in-kind, sponsorships



Lead the board's effort in identifying, cultivating, and approaching major donors

Is Your
Development
Committee
Helping?



Spill the Tea

I have board members who are 100% fired up and are killing it with fundraising for my organization.

Yes, they are killing it

No, not at all

A few but not all

I have no idea

Board POP Fundraising Toolkit



- Mission
- Case for support
- Annual report
- Budget/fundraising goals
- Compelling story/Points of Pride
- Giving habits about women donors and donors of color
- Making the ask
- Ask amount
- Staff Directory
- Stance on DEI



Points of Pride

- ABC has helped 250 more children in 2023 in your community
- Our volunteers love to spend their birthdays with our clients, 46% are girls of color
- Because of ABC, 37% of our clients earned college degrees and can now support their families
- The biggest impact ABC has made is reducing the recidivism rate of Latinx truants by 29%
- Google, Delta Airlines, and Target are invested in DEI and sponsor our work
- By 2025, ABC will be positioned to serve 100 more black boys in our afterschool program



Care More Than Fear

Now is not the time for reserve and humility. Now is the time for intentional, outright, and deliberate advocacy and asking.

The most successful fundraising organizations have built a powerful fundraising partnership between the board, the executive, and the fundraising staff.

Before You
Ask

Take the Fear Out of Fundraising

1. Change the language and the mindset
2. Tell success stories/give examples
3. Practice and role play
4. Provide tools and techniques

Questions Before Asking

- Mission?
- Why important to you?
- Compelling Story?
- Great videos or photos?
- Statistics?
- Testimonies?
- Giving Options?
- Who will thank besides you?
- Volunteering/Engagement?



Teach Them How to Ask

- Ask for what you need. Yes, a specific amount
- Know why you need it
- Know how it will be used for good
- Make it personal - invite them to help
- Use Peer-to-Peer opportunities - FB Birthdays and anniversaries
- Be ready to respond personally to every response you get
- Send Big thank yous, show appreciation
- Let the world know who gave

SET
GOAL

MAKE
PLAN

GET
TO
WORK

STICK
TO IT

REACH
GOAL



Create a Goal

Realistic with a
little wiggle
room

\$750 Realistic

\$1,000 Wiggle

Ask them to Create a List

With 25 names in their network, who do they think will give because of mission or their friendship? Write the amounts they think each can give.

LIST OF PEOPLE WHO ARE NEVER ON THE LIST

(even the 'Never On The List' list)

Alan	Caeley	Darla	Jackie	Kaitlin	Lori	Morgan	Shannon
Alana	Camila	Dawson	Jaclyn	Kara	Lucy	Naomi	Sharon
Alleeha	Candra	Deanna	Jacqueline	Kasia	Lyrach	Natasha	Shawna
Ally	Caroline	Destiny	Jaja	Katasha	Mackenzie	Nell	Shelby
Amayrani	Cassandra	Devan	Janel	Kate	Maddy	Nhi	Shirley
Ami	Cassie	Diana	Janine	Katelyn	Madison	Nicole	Sidney
Amie	Cassondra	Dianne	Jared	Kayla	Makayla	Pat	Sierra
Ana	Charisma	Dionne	Jaylin	Kaylee	Mallory	Paula	Steff
Andrea	Charity	Dylan	Jeanette	Keauna	Maree	Petra	Symone
Anna	Charmaine	Ebony	Jess	Keisha	Margaret	Philomena	Tabitha
Barbara	Chelsea	Eddie	Jillian	Kelby	Maria	Priscilla	Tammie
Bec	Chelsey	Edmund	Jordyn	Kelcey	Marie	Rachelle	Tanya
Becca	Chelsie	Elise	Joriann	Kerrie	Marin	Ramona	Tarras
Bella	Cherie	Erikka	Joshlyn	Kharisma	Marina	Renae	Taryn
Bobbi-lee	Cheryl	Fabian	Josie	Kirsten	Marlon	Roksana	Therese
Bonnie	Cody	Fidelma	Joslyn	Lacey	Martie	Rola	Tia
Brandy	Colandra	Finn	Joy	Laken	Maureen	Rosalind	Tjah
Breanna	Cora	Ginger	Julia	Laura	Meagan	Roxanne	Trena
Bree	Corrine	Hasi	Justine	Leanna	Meg	Ruth	Trish
Brigitte	Cory	Hunter	Kaden	Leia	Megan	Seth	Trisha
Brigid	Courtney	Iris	Kahrlee	Lisa	Melinda	Shanna	Tristan
Brittan	Curerah	Isabel	Kailie	Litzy	Micah		Valerie
Brittney				Loren	Michell		Voni
Brookelynn							Yolanda
Brynlee							Zenani
							Zenda
							Zoë
							Zuleika

Are YOU never on the list? Change that!
Your amazing name here:

Create a Touch Plan

Give your board two touches per week for three months. A touch can be a phone call, email, social media post or a holiday card.

"You can be awesome for kids like Jenna. Just a small gift of \$150 will help her family with hotel accommodations for them to be close to her after her surgery.

Give at stjude.org."



Question



tell a story

compelling

How many of you feel that your organization does a good job of sharing compelling stories centering people of color with the board for them to share with their networks?

Give Your Board Compelling Stories to Tell

- Our client, Stacey, found herself and five-year old daughter, Zoe, homeless and living in their car, after her husband, the primary breadwinner in their home, was senselessly murdered.
- Stricken with grief and depression, she turned to friends who sheltered them for a while but soon she had nowhere else to go.
- After moving into our clean and safe family shelter, an assigned case manager worked with Stacey on her self-esteem. They discussed healthy habits and managing her health, spending quality time with Zoe, and how she could move from part time to full time work with her company.
- After 6 months in our program, Stacey lost 18 lbs, landed a full-time position, and found an apartment in a quiet neighborhood.
- Today, a year later, Stacey has been promoted to a Director at her job, Zoe is on the honor roll, and Stacey is saving to buy a house.
- I serve on a board of an organization that believes giving people the wrap around services they need to become stable and successful is the best way to pour back into communities and save lives. Please help us to support more families like Stacey and Zoe.



Digital Fundraising

- Donors live in a hyper connected world
- Digital often viewed as transactional
- Online giving increased 12.1% year after year
- Digital fundraising is more efficient – time for building relationships
- \$4 Billion raised on Facebook and Instagram
- 21% of online donations come from a mobile device
- 59% of donors watch a video before giving





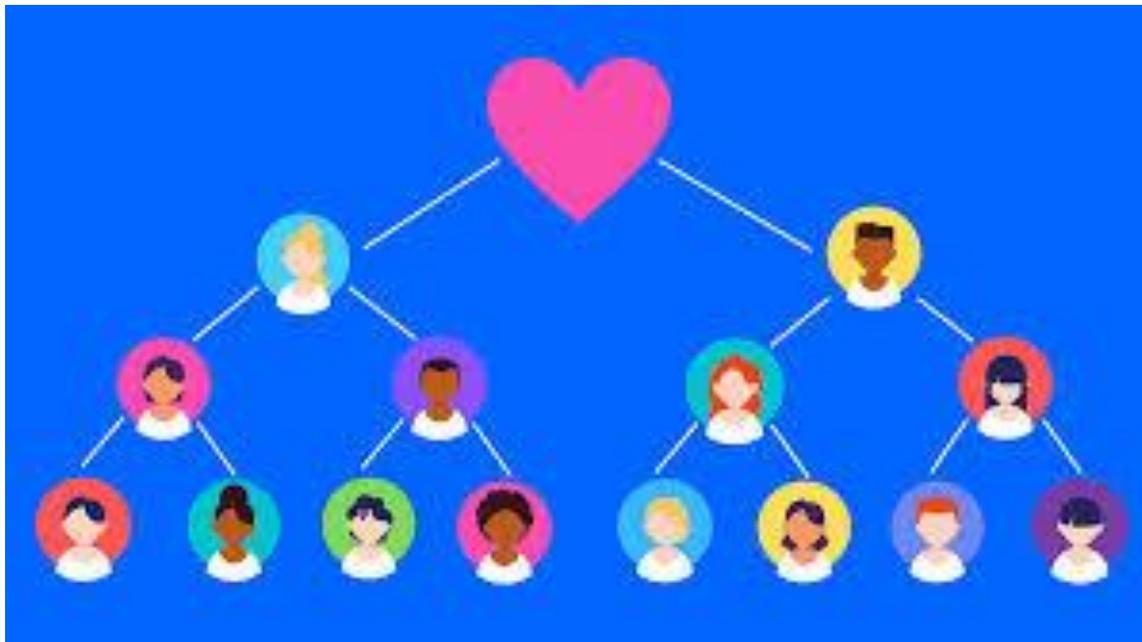
Empower Your Board to Go Digital

- Use social media
- Peer-to-Peer
- Create personal videos
- Take selfies
- Plan virtual happy hours and
- Run/walk/jump for your cause and get sponsors to support them
- Share your personal story to move someone to give to your cause



Peer-to-Peer Board Fundraising

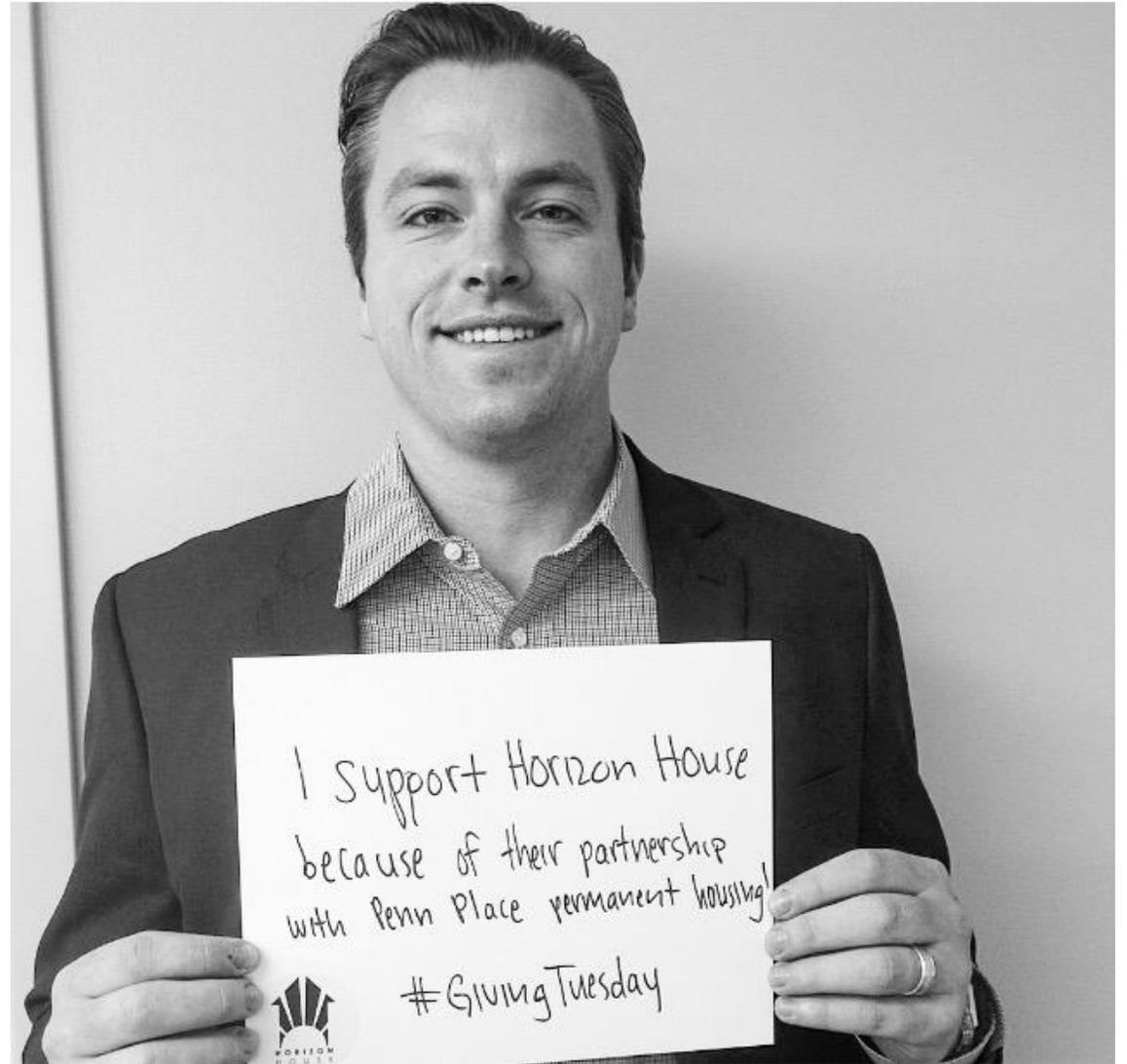
- Board members ask on behalf of the organization...
- Another form of crowdfunding
- Board members can cast a wider net to raise \$\$ from more supporters
- Use life events to raise \$\$ for your mission (birthdays, anniversaries, etc.)
- Increase your personal buy-in
- Use social media as the primary way to communicate
- Enjoy the ease and fun



Take a Selfie

I support Horizon House. Trust Me! It is an investment worth making. Give \$250 here

www.horizonhouse.org





Make a Video

Create a personal video explaining why you serve on the board and why the org is a great investment. Post on social media. Ask for \$350



In Memoriam Gifts

Share a moving story about a friend or family member who is ill. Ask for a \$250 strength gift in his/her honor.

Create a Crowdfunding Campaign





Throw a Virtual Party

Throw a party
\$150 per person,
create a signature
drink, add karaoke

Board Member Mission Walk or Run

Ask friends to pledge \$5 for every mile you walk or run over the next 45 days. Track your progress. Post on social media. Blog about your daily experience, for example, who you are meeting along the way, beautiful scenery, interesting street signs





PROGRESS BY THE BUCKETFUL



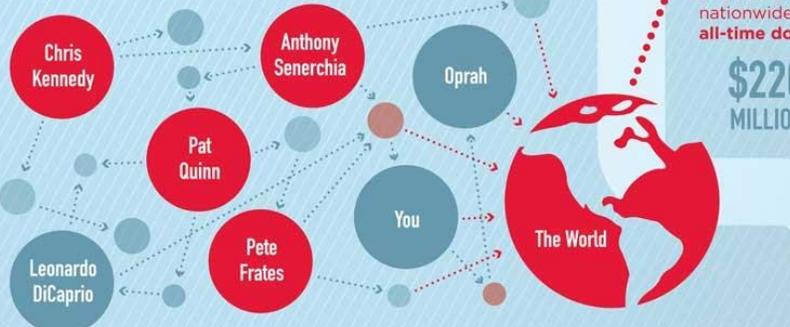
FROM ONE TO MILLIONS

It all started on July 15, 2014 with golfer **Chris Kennedy** and quickly spread from his social network to others living with ALS. Within six weeks, more than 2.5 million people participated and/or donated including many celebrities worldwide.

Raised nationally
\$115,000,000

The ALS Association and its 38 chapters nationwide reached an **all-time donation record.**

\$220 MILLION Raised worldwide



MORE FUNDS = more progress where it matters most

- RESEARCH**
 - Tripling our annual research spending
 - Funding major new collaborative projects
 - Ensuring promising research remains funded
- PUBLIC POLICY**
 - Speeding up treatments to patients
 - Encouraging companies to invest in ALS research
 - Breaking down barriers for drug approval
- CARE**
 - Increasing grants to Certified Centers of Excellence
 - Expanding access via alternatives of care delivery
 - Broadening scope of programs and services

WHY IT MATTERS: the chilling facts about ALS

\$ 1 Billion+
cost of bringing one new drug to market

5000+
people are diagnosed each year

2-5 Years
average life expectancy

2x Military Veterans are twice as likely to get ALS

What is ALS?

Amyotrophic Lateral Sclerosis
ALS is a disease that attacks the nerve cells in the brain and spinal cord that control voluntary muscle movement. It robs you of your ability to walk, talk, and eventually breathe, and it's always fatal.

Why stop now? You have a shot at changing the world, in a way, and there's no reason to stop having fun... not only have fun, but you're creating awareness for a disease that has something special that's happening. God-willing, a cure could come."
—Pat Quinn

Share an Infographic

Share an infographic or a 2-minute video about your nonprofit on social media or via email. Then follow up with phone calls to discuss and invite involvement and giving.



Fundraising Tidbits: *What You Should Know*

- The Development Committee's role is to help the staff engage the full board in fundraising – not to handle all of the board's fundraising responsibilities
- Board members can be great fundraisers and never ask for money. One way to grow your fundraising is through donor retention and stewardship
- Donors worried about giving large gifts to young organizations without a history can set their money aside in donor-advised funds with community foundations, with instructions on how the money should be used if the organization fails
- Every well-established organization should have a planned giving program and "Make a bequest now" button on its website
- Board members can find joy in fundraising with tools, passion, and determination to fund missions that change lives



BE
Bold

Tips for Your Board Members Bold Enough To Ask

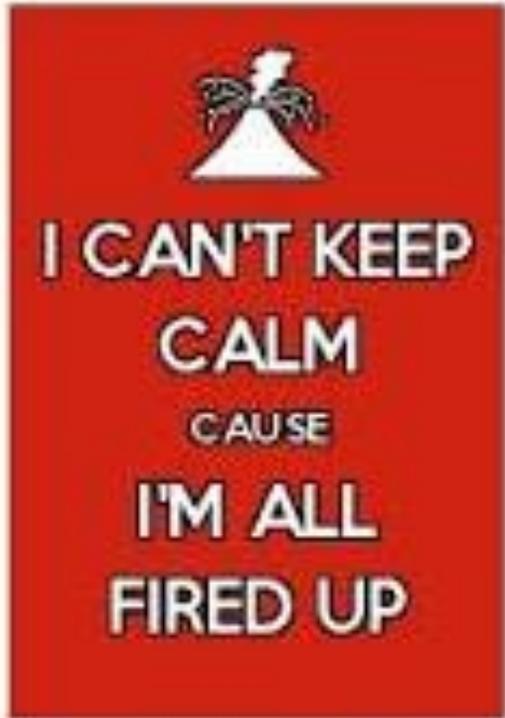
- Make the ask as personal as possible
- Bring support documents (slide deck, brochure, annual report)
- Prepare a suggested ask (should reflect your donor's abilities and past donations) – Aim high but be courteous
- Map out the conversation – anticipate rebuttals, highlight major points
- Create a back-up plan – Expect a “NO” or a negotiation
- Know next steps – They may need to confirm a donation, send more information, and or defer to another visit. Ask how they'd like to be engaged



Sample photo for a Board of Directors to post on social media



Boards Can Fire Up Their Fundraising



Cultivate three new friends each quarter

Send mission stories to friends in their network

Host a party at home, work, or online

Create peer-to-peer campaigns around birthdays and anniversaries

Make a compelling video and email it to their fraternity, book club, basketball team, or support group

Identify prospects for cultivation events

Identify and recruit future board members who are willing to fundraise

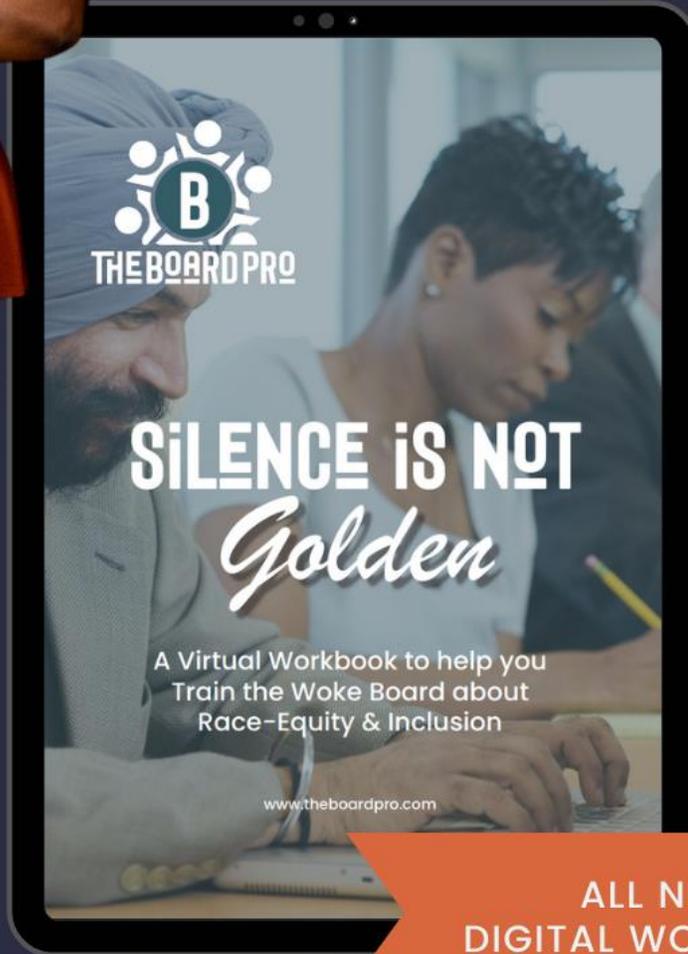
Speak frequently about their organization and its programs and purpose at church, at the gym, during game night, etc.

Emerge in culture, stay involved, remember the good work

Have fun and excite others!

IN THIS WORKBOOK
YOU GET EXERCISES
FROM MY MASTER
TRAININGS

ON SALE
\$37



ALL NEW
DIGITAL WORKBOOK

Thank You! The Board Pro

www.theboardpro.com

Email:
hello@theboardpro.com



Thank you for joining!

For more information, contact:

contactus@qgiv.com | 888-855-9595



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions