

The Board Partnership in Communication



Resource Development Services

2nd Annual Fund Development Conference, Chicago, April 19, 2007

Lynn Douthat
Board Member



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President & CEO



Conference Housekeeping Details

&

Speaker Introductions



Resource Development Services



- Metropolitan Kansas City, Kansas & Missouri
- Founded 1880
- **Vision:** Bright futures for families and children.
- **Mission:** Investing in families and children by:
 - Delivering parenting and early education solutions
 - Supporting families in crisis
 - Helping families overcome poverty
- The agency offers families the resources they need to thrive in three main areas: individual and family counseling, early childhood care and education, and community-based family support.



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CHILDREN'S AID
AND FAMILY SERVICES, INC.

- Five Counties of northeastern New Jersey
- Founded 1899
- Mission: Children's Aid and Family Services preserves, protects, and when needed, provides families. Motivated by compassion for vulnerable children, young adults, frail elderly and their families, we provide high quality and innovative services that meet their social, educational and emotional needs.
- Competencies: Specialty mental health services, adoption, out-of-home care, child care & economic assistance, elder care support & volunteer services.



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What is your learning goal today?



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Our Basic Premise

Communications is the bedrock foundation upon which successful fund development rests.



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Overview of Today's Presentation

- Select examples of Board member engagement & effective involvement in communications
- How it's connected to successful fund development
- "Secrets of Communications"
- Open dialogue: examples, questions, challenges, concerns, war stories and anxieties
- Summary



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Engaging Your Board



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What the members should be doing

- Attend Meetings
- Participate
- Understand your organization's vision, mission and strategies
- Undertake assignments
- Bring goodwill to the deliberations
- Reach consensus
- Give generously
- Assist in fundraising



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How the members should be behaving

- Enthusiastic
- Supportive
- Promoting the organization
- Creative
- Entrepreneurial
- Problem-solving
- Motivated



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Board member needs

- Inclusion; belongingness, from “I” to “we”
- Control; from abdicating to being autocratic
- Affection; forming ties and bonds



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Effective Board

- Accomplishes its goals
- Maintains itself
- Grows and changes



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How does the effective board behave?

- Group goals are clearly understood
- Members communicate their ideas and feelings
- Leadership and participation is distributed
- Reaches consensus
- Equal power
- Tolerates controversy
- Cohesive
- High problem-solving capacity
- Interpersonal effectiveness



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How to turn off board members to fundraising

- Send them out on cold calls
- Don't give them enough information to answer questions
- Send them out alone
- Tell them to do things beyond their capacity
- Give them an overwhelming number of calls
- Provide no staff support
- Never recognize them for their efforts



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“Never think you need to apologize
for asking someone to give to a
worthy object . . .”

John D. Rockefeller



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Fundraising and the nonprofit board

- The board is responsible for ensuring financial viability of the organization
- Asking for money is a common acceptable process
- Board members should help prepare the case statement
- Every member can do something useful
- Board members must be motivated
- Don't talk about money – talk about projects that change lives;
- Start from their comfort zone; listing prospects, drafting letters, making introductions, hosting events.



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Ways for board members to raise money

- List all your friends who are interested in this organization or similar ones
- Ask friends to join with you in giving a target amount; a challenge campaign
- Sell chairs to an event table
- Make a donation in honor of someone as a gift
- Exchange friend list with another board member; call their friends, they call yours
- Obtain mailing lists from other organizations in which you are involved



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More ways for board members to raise money

- Give in-kind gifts, equipment, technical services
- Organize a progressive dinner or group dinner for your friends
- Solicit businesses, faith groups or service groups of which you are a member
- Save and donate all your silver coins
- Interest-free loan
- Bequest
- Auction



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Fundraising Checklist

Can your board members answer yes to these questions

- Do I understand the plans for fundraising?
- Do I understand why someone should contribute?
- Do I contribute?
- Do I suggest additions to the mailing list?
- Do I identify corporate prospects?



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Fundraising Checklist

- Do I cultivate prospects?
- Do I make introductions?
- Do I accompany on solicitation visits?
- Do I write thank you letters?
- Do I include personal appeals on mailings?
- Do I solicit?
- Do I do what I say I will do?



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Secrets of Great Communication



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- There is no secret to great communication; effective communication is interactive, two-way, dynamic
- Sender
- Receiver
- Message
- Channel
- Feedback



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Know with whom you are communicating

- Capacity
- Readiness
- Motivation



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What is your exact purpose?

- Informing
- Reinforcing
- Persuading



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Structure your message to increase retention and attitude change

- Logical order
 - Deductive and inductive order
 - Problem-solving
 - Cause-effect
 - Psychological, motivated sequence
- Order effects
- Climax and anticlimax
 - Primacy and recency
 - One-sided and two-sided arguments



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Make your message real

- Appeals; emotional, motivational
- Evidence and support; examples, statistics and testimonials



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Resources

Organizations

- - The Alliance for Children and Families www.alliance1.org
- - Association of Fund Raising Professionals www.nsfre.org

Books & Articles

- Penelope Burk, Donor Centered Fundraising. 2003. Cygnus Applied Research, Inc.
- Barbara Cicone & Jeanne Jacob, Fundraising Basics: A Complete Guide. 2001. Aspen Press
- Susan Colby, Nan Stone and Paul Carttar, "Zeroing in on Impact" (Stanford Social Innovation Review, Fall 2004)
- Orit Gadish and James L. Gilbert, "Transforming Corner Office Strategy into Frontline Action" by (Harvard Business Review, May 2001)



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- James Greenfield, ed. Nonprofit Handbook: Fund Raising. 2001. John Wiley & Sons
- Simone P. Joyaux, Strategic Fund Development: Building Profitable Relationships That Last. 2001. Aspen Press
- David Lansdowne, Fund Raising Realities Every Board Member Must Face. 2000. Emerson & Church
- Henry Rosso & Associates, Achieving Excellence in Fund Raising. 2003. Jossey Bass
- Severson Center Bibliography # 13038: Board Development and Board Fund Raising (copy distributed)
- Severson Center Bibliography # 13055: Marketing – Branding for Fund Raising (copy distributed)
- Marketing and Branding for Fund Raising Executive Summary by Betsy R. Vander Velde. The RDS Fund Development Collection, Severson National Information Center (copy distributed)
- The Alliance Resource Development Services
- Each Other... Network!



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Internet Resources

- BoardSource: www.boardsource.org
- The Center for Effective Philanthropy: www.effectivephilanthropy.org
- The Charity Channel: www.charitychannel.com
- CompassPoint: www.compasspoint.org
- Free Management Library: www.managementhelp.org



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We need your feedback.
Please complete an evaluation.

Thank you!



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