

My Board Won't Fundraise!

Presenter:

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Welcome
please
Come In

There is never a
shortage of donors.

There is only a
shortage of askers.





PAIR AND SHARE

- Meet the person sitting next (or near) to you.
- Introduce yourself.
- Share your #1 reason for attending this session.



What percentage of Board members are participating in the fundraising program?

(A) Less than 25% **(B)** 25% **(C)** 50% **(D)** 75% or more

Why don't boards fundraise?





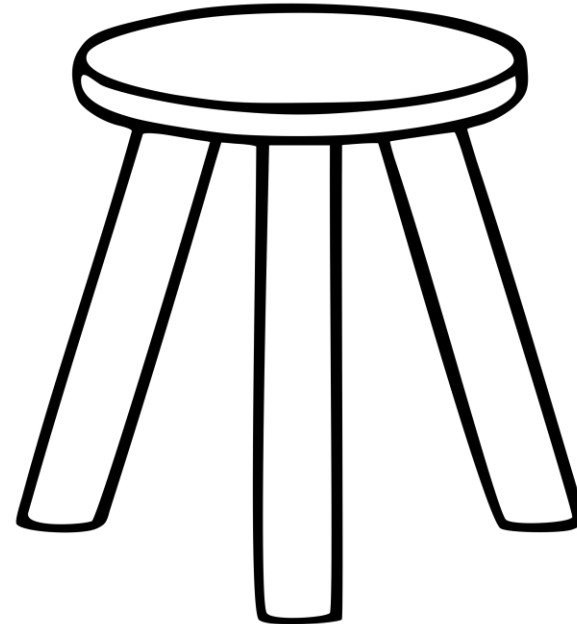
Successful fundraising aligns:





EXERCISE

What's the role of the Fundraising Team?



Role of the BOARD

Give First.

Have their OWN story about the mission.

Know funding needs in specific terms.

Ability to explain how donor gifts makes a difference.

Share vision. Define impact.

Ambassador and advocate

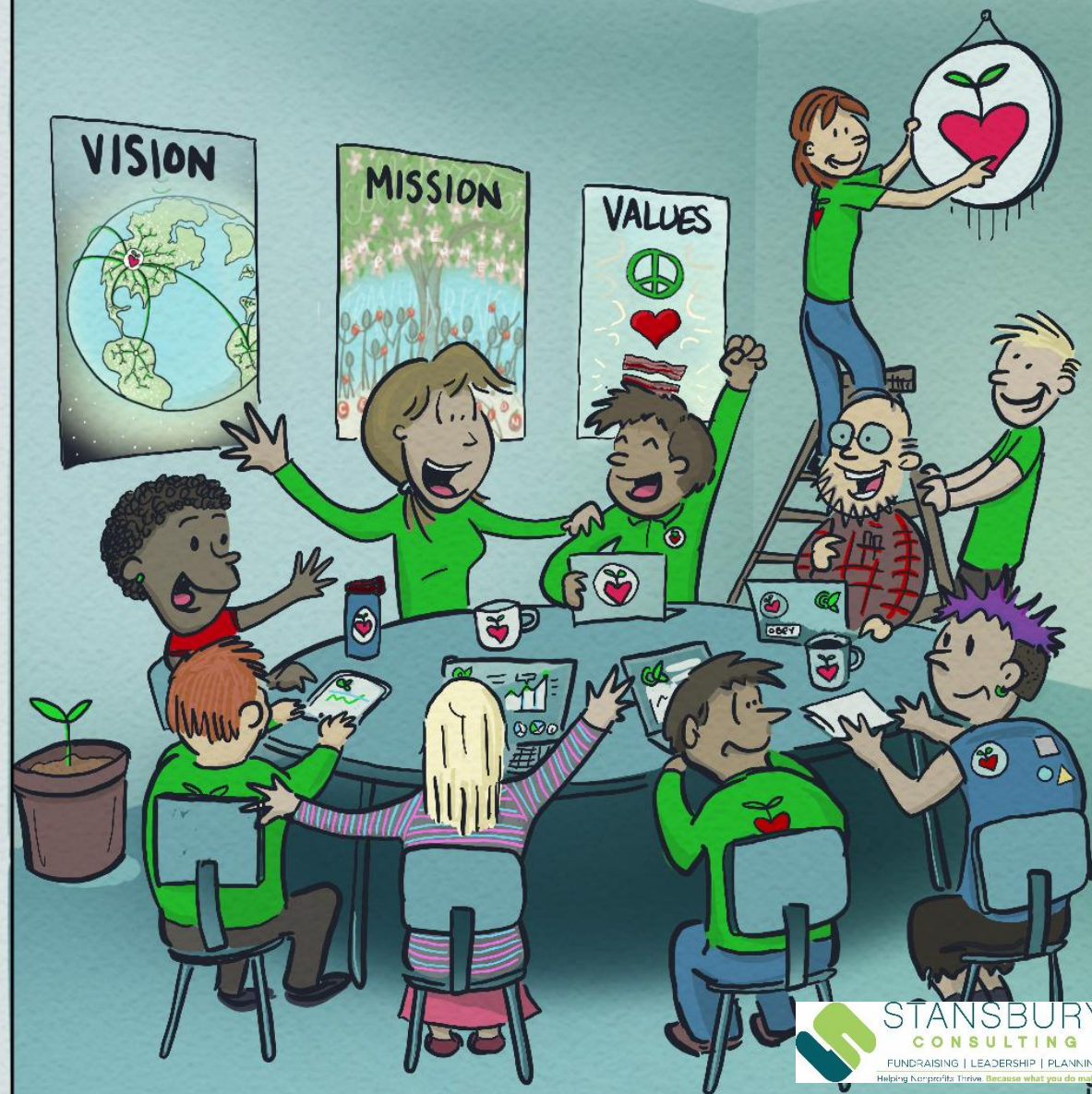




DISCUSSION

CEOs:

What's your biggest
untapped opportunity
as a member of the
fundraising team?



Culture of Philanthropy

- Organizational environment where giving and generosity are woven into the core identity.
- Everyone - Board Staff Volunteers - champion the mission and view resource growth as a shared responsibility.
- Fundraising is a way to engage the community/advance the mission, not a desperate measure to secure money.



Development Staff

FUNDRAISERS

ARE NOT
ONE MAN BANDS



DOING
EVERYTHING
ALONE IN
ISOLATION

THEY ARE
CONDUCTORS



HELPING COLLEAGUES
AND DONORS
PLAY THEIR PART
TO ADVANCE THE MISSION

CEO	DEVELOPMENT STAFF
Build an organization worthy of support	Lead by example.
Support investment in development program.	Educate and motivate staff/vols/board to support fundraising program.
Actively participate in fundraising program.	Motivate, educate, and provide feedback to CEO.
Be ambassador/advocate for fundraising to the Board.	Help clarify org's needs and build its fundraising capacity.
Assist Board Chair to build a board that supports and provides effective leadership for fundraising.	Develop clear and compelling case for support.
Identify, cultivate and solicit high-level donors/prospects.	Identify, manage and solicit prospective donors.

Help Board members:

- See the mission-in-action to tell their OWN story.
- Understand difference philanthropy makes to deliver mission.
- Meet a donor to understand *their* impact on mission.
- Go with you/CEO on stewardship visits.
- Focus on building long-term, committed relationships not short-term donations.



PAIR AND SHARE

What's one way to
improve board involvement
in fundraising
in your organization?

**STOP
START
CONTINUE**





Asking board members to trespass on THEIR personal/professional relationships.

BECAUSE....

- Alienates board members.
- Alienates their friends & colleagues.
- Does NOT produce loyal donors or sustainable gifts.



Focusing Board members **ONLY**
on donor acquisition and
transactional donations.

BECAUSE...

Fundraising is:

- 90% get to know you.
- 10% ask.

FUNDRAISING CYCLE % TIME

Solicitation

Stewardship

Identification

Engagement

Cultivation

START

- Utilize Board Meetings to advance fundraising goals
 - Address threats & Opportunities
 - Share results *and what they mean*
- Set aside time to develop fundraising skills.
- Create/Share Fundraising Dashboard

Fundraising Dashboard

**Net dollars
raised**

**Average gift
size**

**# New Donors /
Members**

**# Loyal Donors
/ Members**

**# Reactivated
donors**

**Donor
Retention Rate**

**Lapsed Donor
Rate**

**% of Recurring
Donors**

**#/\$
Sponsorships**

**#/\$
Major Gifts**

**Matching Gifts
(# / Amount / retention)**

**Cost per
dollar raised**

START

Host a Board Fundraising “WHINE” Session

WHINE” Session

- Share all they dislike about fundraising.
- Ask them to share negative experiences.
- Share what makes them uncomfortable.

YOUR ROLE:

- Validate fears and concerns.
- Confirm your org won’t do the “bad stuff”.
- Explain why some of what they don’t like is GOOD to do.
- Explain how you will help them do it.
- Model good fundraising behavior.

Source: Simone Joyaux, ACFRE www.sofii.org





Involve Board members
in building trusted donor
relationships:

- Meet with donors
- Convene small groups
- Report on results
- Ask for feedback
- Thank, thank, thank

DONORS



MAY COME
FOR THE
IMPACT



BUT THEY STAY
FOR THE
RELATIONSHIP

MICHELLE BENSON - CULTURE OF PHILANTHROPY



Maximize Fundraising Menu

- Make thank you calls to donors.
- Write thank you notes to donors.
- Make Introductions at major fundraising events.
- Host a table of donors.
- Host a listening/cultivation event.
- Serve on Development committee.
- Serve on ad hoc Task Force related to fundraising.
- Recruit sponsors.
- Introduce CEO to community leaders.
- Participate in “ask” visit w/people they know & vice versa.
- Participate in donor stewardship activities.

Educate & Support Board Member

- Begin with Board Recruitment process.
- Board Expectations/Responsibilities
- Board-led New Member Orientation
- Board Mentor (Year 1)
- Annual recognition of Board service
- Ongoing Education
- 1:1 Support to each Board member





PAIR AND SHARE

Share ONE thing you will:

**STOP
START
CONTINUE**

in next 12 months.

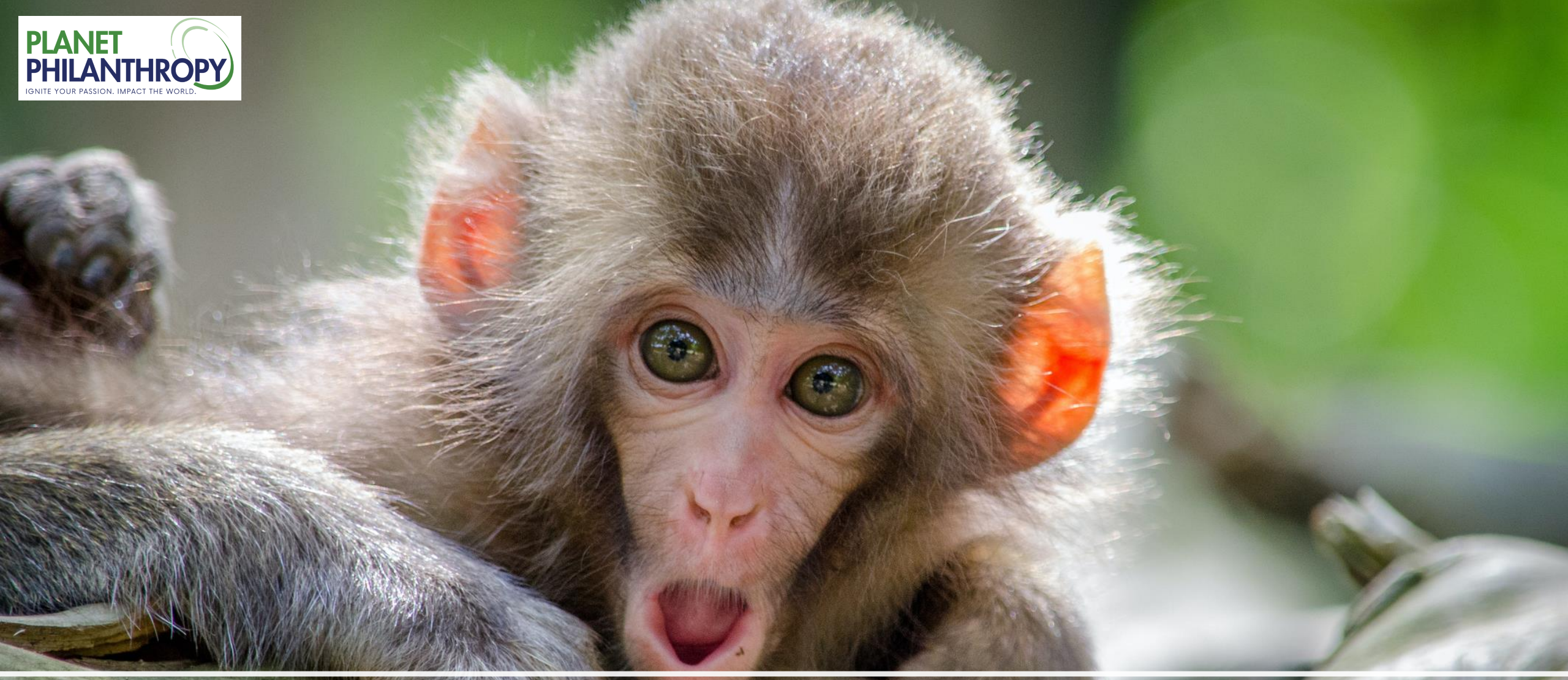
“Why didn’t you
give a
\$10,000 gift?”

Nonprofit

“You didn’t give me
a \$10,000 reason.”

Donor

Giving follows vision.



What's your “ah-ha” moment or best takeaway?

Best wishes!!

Session Evaluation



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