Literacy Boot Camp:
Board and Fund Development

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Board Development – Planning

• **Identify Needs**
  - Define who/what skill sets/profiles are needed
    • Skills sets: lawyer, accountant
    • Who: Corporate (VP or above) representatives. Representatives from organizations/agencies with which you would like to work
    • Profiles: Political connections? Diversity?

• **Define Requirements of a Board Member**
  - Length of Term
  - Service on Committees
  - Financial Responsibility

• **Have a plan with targets**
  - Overall Board goals
  - Assignments for Board Members and Key Staff
Board Development – Preparation

- **Board Recruitment Materials**
  - Professional-looking recruitment packets/materials
  - Board Member Handbook
  - Board Member business cards
  - Board Member “want ads”

- **Train All Board Members, Key Staff and Stakeholders**
  - Talking points (organization level)
  - Elevator Speech (Board member/personal level)
  - Board/Staff “Tag Teams”
    - Board Member – “why this is important to me”
    - Staff Member – “what we do”
Board Development – Process

• Board Recruitment is a constant process
  – Develop/maintain a list of prospects
  – “work the prospect list” – have recruitment plans for key prospects

• Create a pipeline of future board members

• Set up a “Speakers’ Bureau” to cover community meetings, organizations, events

• Use Board Committees, individual service opportunities and events as part of the recruitment process
  – Allows the organization and the potential Board Member to determine if there is a “fit”
  – Invite the prospect to an event ➔ Ask the prospect to be part of the planning group for the next event ➔ Ask the prospect to join a Committee ➔ Ask the prospect to join the Board
Board Development – Sources of Board Members

• Contacts of existing Board Members
  – Compare your "wish list" to who you know
  – Six degrees of separation (or Kevin Bacon)

• Advertise
  – Volunteer Match
  – Leadership Programs (independent; college-based)
  – Social Media
  – Newspapers, online, programs, etc.
  – Chambers of Commerce, Service organizations

• Corporate Programs
What works for Board Development works for Fund Development

- Identify your needs: Set financial goals

- Have a strategic and a tactical plan
  - Short and long term goals
  - Specific targets with dates and assignments
  - Explore opportunities and ideas
  - Diversify sources of funding/methods of fund

- Measure progress against your plan
  - What is working? What is not working?
  - Revise, recalibrate your plan
Fund Development Strategies

- With and without a 501 (c) 3 – Satellite organization

- Individual Donors
  - General campaigns
  - Large donors

- Corporate Donors

- Grants

- Events

- Entrepreneurial Activities
  - Fee for Service
  - Selling items
  - (Gallery U Boutique)
Fund Development – Donor Identification

- Donor Identification
  - Review all past donations, stakeholders, friends
  - Who has attended past events?
  - Past, present and prospective board members
  - Clients (book clubs, tutors/students)
  - Who do you know? Who can you meet?

- Tracking mechanism and standard processes
  - All key information in one place. Can be simple (spreadsheet) or more elaborate (specialized software)
  - Standard thank-you mechanism; 48 hour target

- Develop prospect list
  - Those who have donated in the past (target to upgrade)
  - Those who have not yet donated, but have high potential
Fund Development – Donor Cultivation

Long-term strategy with some short term tactics

- Mailings
  - 2 types:
    - Informational, engagement - newsletters, updates
    - Ask – annual appeal
  - Create a schedule with the right amount of “touch”
    - Hard copy – snail mail
    - Electronic (email, “Constant Contact”)
    - Posted via social media
- “Donate” mechanism on your website
- Donor cultivation events
  - Identify a particular constituency (e.g. gathering of local book clubs)
  - Hold an event (meet & greet of multiple book clubs)
  - Gather names, interests, etc. but do not necessarily make an “ask”
Fund Development – Strategic Donor Cultivation

• Review list of existing and prospective donors
  – Know your constituents, for example...
    • Where do your students work?
    • Are there some key employers in common?
  – Identify those that are transactional/smaller $ 
  – Identify those with longer term potential for higher $ 
    • Corporate matching plans

• Create a generic plan for the transactional donors

• Create a strategic plan for donors/prospects with greater giving potential
Fund Development – Donor Cultivation/Stewardship

Cultivation and Stewardship Go Hand in Hand

• Board President/Fund Development Chair:
  – Annual Personal Ask to each Board Member, Board Committee Person and other Key Stakeholders
  – Personal Call/Thank you for each donation over "$X"
  – Periodic contacts with key donors & prospects – personal invites to events/activities; special "acknowledgment" events

• Board Members/Fund Development Committee Members:
  – Assigned lists of prospects to solicit or thank (donors between "$x and X")
  – Personal call; personalized letters
  – Not every Board Member may be comfortable

• Tutors/Students:
  – Engage their support in stewardship -- thanking people with a personal story