Nonprofit Education Initiative
presents
Strategic Fundraising:
Getting the Biggest Buck for Your Bang
October 23, 2014

What we could do to use segmentation more strategically:

What we could do to build a culture of gratitude:

What we could do to show impact more compellingly:

What we could do to more deeply engage our people:

My other key take-aways:

Susan Howlett
Consultant and Author of
Boards on Fire: Inspiring Leaders to Raise Money Joyfully and
Getting Funded: The Complete Guide to Writing Grant Proposals
www.susanhowlett.com
20 Tasks for a Potluck

What We Could Do to Engage Our People
What Motivates Giving

1)

2)

3)

Penelope Burk (Donor Centered Fundraising) found that donors would give us:

•

•

•

If they got three things they are longing for, but not getting from nonprofits:

1)

2)

3)
Nonprofit Education Initiative
presents
Optimal Leadership
Setting Your Board on Fire
October 23, 2014

What I want to remember or act on about...

Mission

Meetings

Vision & Goals

Financials

Donor Prospects

Retention

Relationship-building

Anything else:

Susan Howlett, Consultant and Author
Getting Funded: The Complete Guide to Writing Grant Proposals
Boards on Fire! Inspiring Leaders to Raise Money Joyfully
www.susanhowlett.com
Involve Board Members in Defining the Mission or Purpose

4 elements of a compelling mission statement:
1)  
2)  
3)  
4)  

Use Board Meetings More Strategically

6 components of a kick-ass board meeting
1)  
2)  
3)  
4)  
5)  
6)  

3 Modes boards operate in

Use Goals to Drive Board Behavior

Assignments we could give board members:

Types of goals to set:

Ways to keep goals alive:

Help Board Members Own the Budget
Focus Board Members' Fundraising Energy

Where money comes from

Our annual operating budget

The percentage of operating that comes from contributed income

What aspects of contributed income the board is responsible for

Our current constituents

Our current donors

Our top donors

Engaging, not asking

Efforts with low costs-per-dollar-raised

“We’re retaining our most recent major donors, by deepening their relationship to our work, using low-cost efforts.”