**Tool 6: Board and Staff Roles in Fundraising**

Fund development is an area of shared responsibility between board and staff. As much as it might like to, the board cannot rely on a smart development director – no matter how talented! – to fully execute the fundraising program. Fund development is all-hands-on-deck.

**Board Roles in Fund Development**
- Board members focus on governance
  - Strategic direction
  - Key relationships

**Committees make things happen**
- Strategy details
- Campaigns

**Board Engagement**
- The board has five critical roles in helping to cultivate relationships with people who might support your organization:
  - Initial invitation to people who meet the "ABC’s": they have an **Ability** to give, **Belief** in your cause, and **Connection** to your work
  - Story-telling: board members can share their personal connection to your work and why it is valuable to them
  - Follow up contact: board members can help cultivate potential donors. Asking "what did you think?" after a tour with park staff is a great way for board members to engage prospective donors
  - Invite again: the old advertising mantra that people need “seven touches” before they will buy your product is as true in fundraising
  - Thank you: stewardship of donors is critical and it is a great role for board members

**Staff Roles in Fund Development**
- Staff members focus on management
  - Implementing programs
  - Administration

**Staff members support and lead**
- Support board fund development activities with logistics, print materials, donor research, event planning
- Lead in key areas: grants, membership, events