

STRONG PARKS, STRONG COMMUNITIES

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