



# Turn Your Board into a Fundraising Board

**Boys and Girls Clubs National Conference**



Andrea Kihlstedt  
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# Imagine This...

Every member of your board  
is excited about raising money!

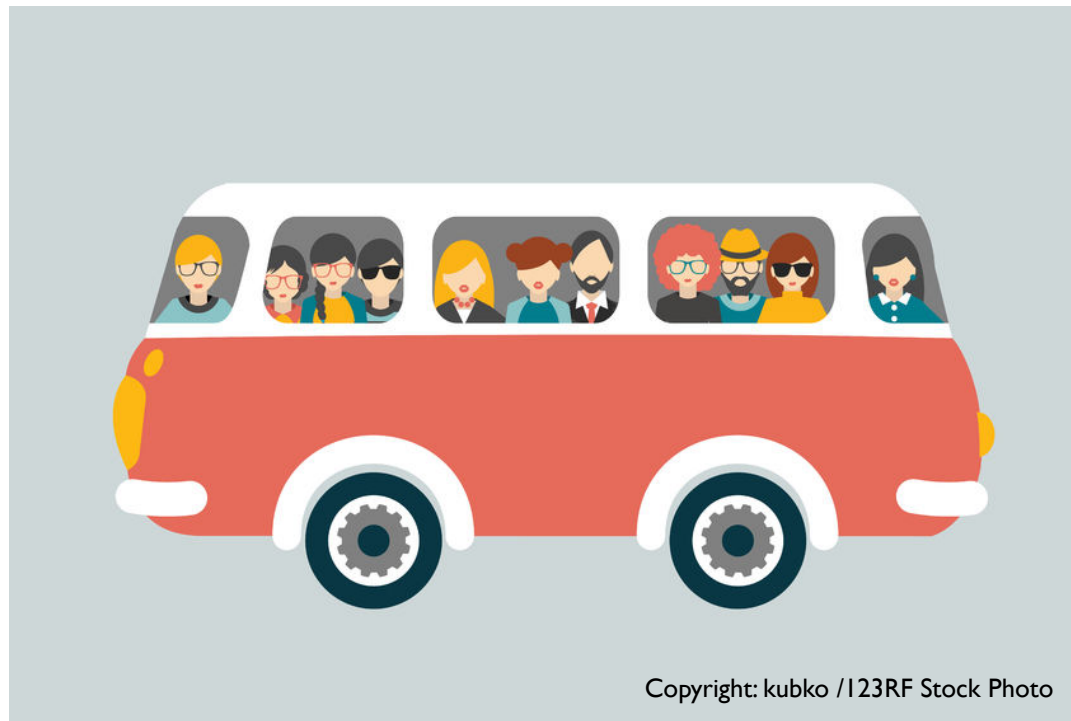


# What Would it Take?

1. The right people
2. Inspire them
3. Train them
4. Hold them accountable
5. Reward them



# 1. Get the Right People on Your Bus



# 1. The Right People on Your Bus

**Must:** Be committed to your mission and vision

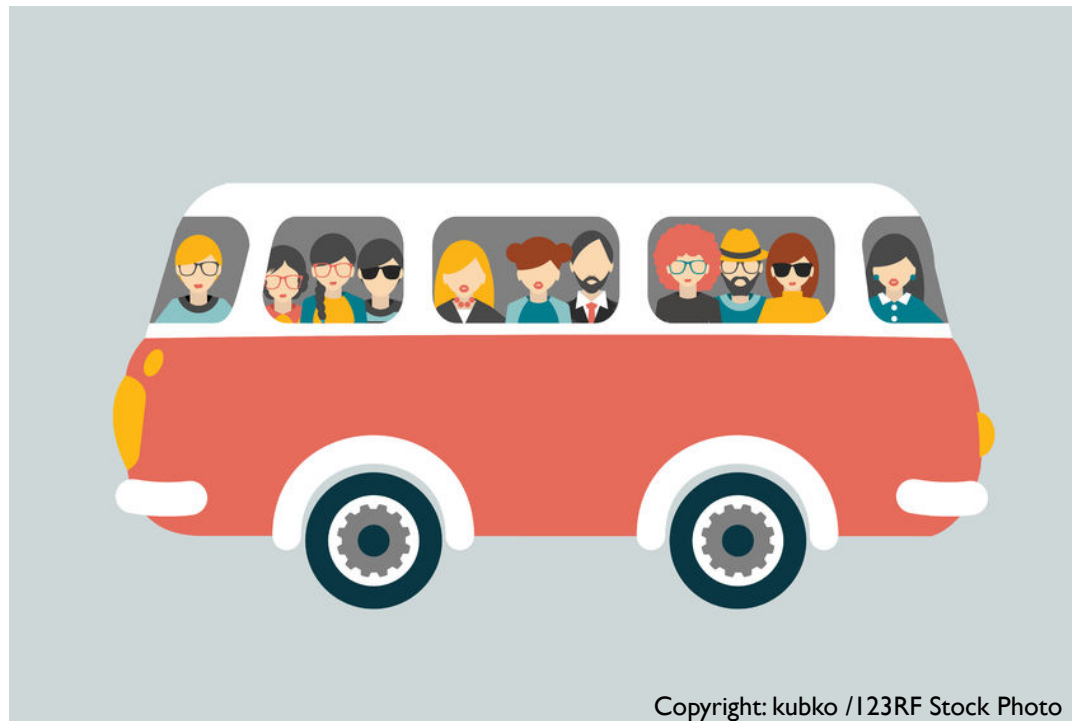
**Must:** Do what they say they are going to do

**Three out of five:**

Money, stature, time, connections, energy, courage



# Are the Right People on Your Bus?



# What Did You Tell Them Beforehand?



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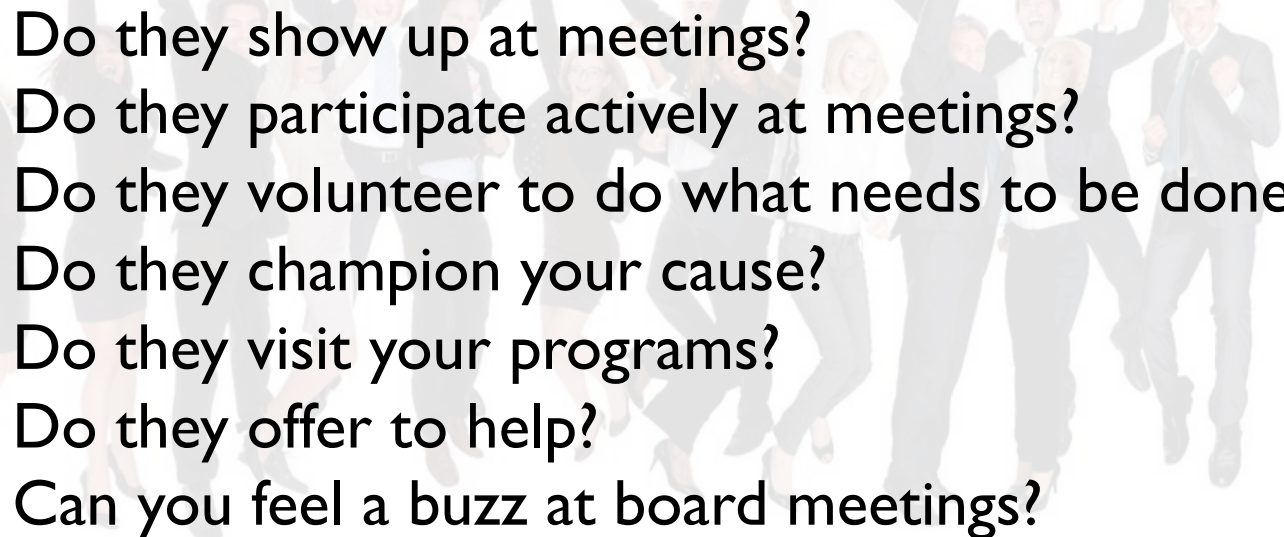
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## 2. Inspire Your Board





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- Do they show up at meetings?
  - Do they participate actively at meetings?
  - Do they volunteer to do what needs to be done?
  - Do they champion your cause?
  - Do they visit your programs?
  - Do they offer to help?
  - Can you feel a buzz at board meetings?

## 2. Inspire Your Board



If not, ask them what to do about it!



# 3. Train Them to Fundraise

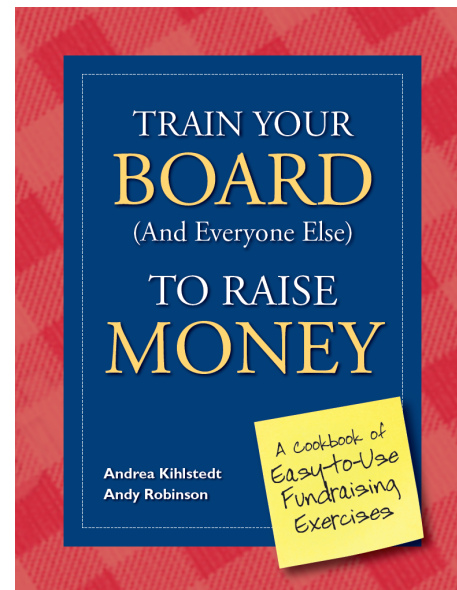
Board retreat or  
workshop



# 3. Train Them to Fundraise

Train them at every meeting!

[TrainYourBoard.com](http://TrainYourBoard.com)



# 3. Train Them to Fundraise

- Set the expectation that you will do an exercise at every board meeting
- Frame training as fun, experiential and a way to become more comfortable with fundraising
- Select exercises to match your fundraising schedule
- Vary length, topics and type



# Quick and Active



# Mingle Exercise



# Thought Exercise





# Role Play Exercise



## Training Your Board: Sample Topics

- What's our mission
- Why people give
- Cycle of fundraising
- ABC's of Identifying prospects
- 6 Quick Asks
- Where's the money?
- Fear of asking
- Board giving
- What's the case: features and benefits
- Giving thanks

# 3. Train Them to Fundraise

Special Guests



## 4. Hold Board Members Accountable



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## 4. Reward Them



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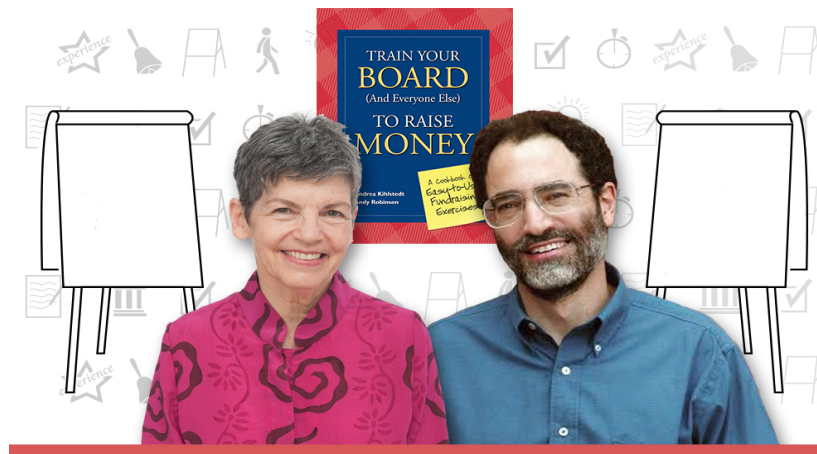
# Ask your board to imagine this...

Every member of your board  
is excited about raising money!





# Resources for You



[TrainYourBoard.com/BGCA](https://TrainYourBoard.com/BGCA)