



GROWING PHILANTHROPY WORLDWIDE

“Would you please consider....?”

Board Members Making the Ask

September 25, 2014
Mahoney State Park
AFP Nebraska

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Senior Vice President

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Challenges

ONE OR MORE OF THE FOLLOWING?

- Motivating current board
- Recruiting top level individuals
- Involving individuals in fundraising
- Getting members to give generously
- Getting members to come to meetings
- Dealing with lackluster Board Chairs
- Finding enough time in the day
- Other _____

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Why Does it Matter?

WHAT IF YOU HAD:

- More Hours in the day?
- *More “you” to go around?*
- *Greater access to key individuals?*
- *More experience?*
- *More influence?*
- *More knowledge?*
- *More shoulders to carry the weight?*
- *More energy for your mission?*

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An Engaged Board

GIVES YOU:

- More hours in the day
- *More “you” to go around*
- *Greater access to key individuals*
- *More experience*
- *Greater influence*
- *More knowledge*
- *More shoulders to carry the weight*
- *More energy for your mission*

Leadership Characteristics
WHAT YOU WANT IN BOARD LEADERS:

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- Positive Attitude
- Focus
- Perseverance
- Courage
- Accountability
- Confidence

Leadership Characteristics
...IS WHAT BOARD LEADERS WANT IN YOU:

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- Positive Attitude
- *Focus*
- *Perseverance*
- *Courage*
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Leadership Begins with You

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SIGNS OF STRONG NONPROFIT LEADERSHIP

- Quality service
- *Vibrant fundraising*
- *Community support*
- *Fulfilled staff*
- ***Engaged board***

Attitude is Everything

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Pessimism produces energy wasted in excuses for low contributions.

Optimism breeds creative thinking, new solutions to challenges, and goals that succeed.

Engaged Volunteer Leadership

TIPS FOR GROWING ENGAGEMENT

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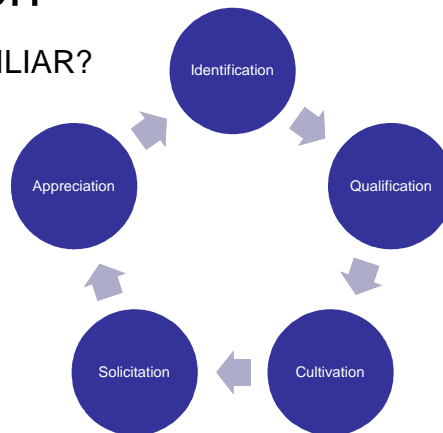


- Spend individual time
- *Listen more than you talk*
- *Get on the same page*
- *Assume the best (and ignore the worst)*
- *Appreciate*
- *Stay close to the mission*

Volunteer Leadership Recruitment and Retention

LOOK FAMILIAR?

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Identify

WHO DO YOU NEED TO BE INVOLVED?

- Influence
- *Skills*
- *Connection*
- *Diversity*

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Qualify

WHY WOULD THIS PERSON BE AN EFFECTIVE BOARD LEADER?

- Attitude
- Interest
- Team Player
- Accountability
- Capacity

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Cultivate

WHY WOULD THEY WANT TO BE INVOLVED?

- Listen
- Be honest
- Follow a plan

MAKE SURE THEY KNOW:

- You will need them
- You will use them
- You will train them
- You will respect their time
- You will be accountable
- You will set them up for success

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Solicit

PICK THE RIGHT TIME TO GET A COMMITMENT

- Ask
- *Wait*
- *Follow up*

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Appreciate

REMEMBER WHY PEOPLE VOLUNTEER

- Show the impact
- *Make sure it feels good*
- *Give credit*
- *Celebrate*
- *Develop individual strategies*
- *Build loyalty*

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Yes, But...

THIS WON'T WORK WITH MY BOARD BECAUSE...

- Board members are negative and will scare new members away
- *Board members won't do anything*
- *Everyone is too busy*
- *All the good ones are taken*
- *I can't get the right people*
- *We're not well-known*
- *I've tried everything*
- *Other? _____*

To Do List

BOARD ENGAGEMENT IN 90 DAYS

1. Set goals
2. *Focus on priorities*
3. *Communicate*
4. *Identify top candidates*
5. *Develop individual plans*
6. *Get to know top candidates*
7. *Involve key prospects*
8. *Seize the moment-Ask*
9. *Build long-term relationships*
10. *Ask them for gifts*
11. *Help them make a difference*
12. *Say thank you whenever possible*

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Discussion.....

What will you do differently to have more engaged Board members as fund raisers 90 days?

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Thank you.



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