

**HELPING BOARDS OF DIRECTORS SUCCEED:
PLANFUL RECRUITMENT, FUNDRAISING, AND TRAINING**
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WORKSHOP OFFERED BY THE WVU DEPARTMENT OF SOCIAL WORK
NONPROFIT MANAGEMENT SERIES
SEPTEMBER 29, 2009, 9AM-4PM
MONONGALIA GENERAL HOSPITAL, MORGANTOWN, WV

- 9:00 Introductions
Review agenda and handouts and answer questions about them
- 9:15 Laying the Groundwork Discussion: Boards of Directors allow nonprofit organizations to fulfill their unique role in our society. They also a big part of what allow nonprofits to fulfill their missions. **Boards are essential to nonprofit success.**
- 9:30 More Groundwork for Discussion: Boards are responsible *and liable* for the financial health of their organizations.
- 9:45 Board Skill Sets
*fundraising
*fiscal awareness
*financial awareness
*fiscal and financial management
*relationship-building and promotion
*others you need and want
- 10:15 Take the “Finding Your Inner Fundraiser” Self-Assessment and
BREAK
- 10:30 Discuss results of the assessment and summarize learning. A special subscription offer for the *Grassroots Fundraising Journal* from which the Assessment is taken is included in your packet.
What would you add to the assessment to touch other skill sets needed? Draw on our 9:45 discussion. Write it down.
Share what you’ve added to the assessment and why. Strategize where or from whom you could get training in the newly added areas, and even in existing ones!
- 11:30 Starting from the one-page “Statement of Agreement” in your packet, discuss what you’d add, take away, and change. Make notes. Draft your own Agreement and an “ad” for new Board members for your organization.
- Noon LUNCH!
- 1:00 Who’s needed? Who’s missing? Discussion of demographic representation—diversity, communities of support, allies.
- 1:30 Identifying your top priorities for new Board member recruitment.
- 1:45 How to go about it? Using the “Recruiting Better Board Members” article in your packet, what will your process look like? When will you begin? Write it down and timeline it.
- 2:15 Beth’s Fundraising Basics:
❖ Money Follows Love
❖ Fundraising is Always with Individuals
❖ Fundraising is Relationship-Building
❖ Successful Fundraising Relationships = Asking + Thanking (repeat)

- ❖ Fundraising with Individuals: Strategic, Specific, Integrated
- 2:45 Working with the “Fundraising Planning Worksheet” plus Step 7: Evaluate! And why.
- 3:00 Major gifts and Board fundraising ideas, see final articles in your packet.
- 3:30 Money types assessment and discussion.
- 3:45 Evaluating the Workshop and Wrap-Up
- 4:00 End

Packet Contents and Take-Home Tools:

(in the order in your packet and the order used in the workshop)

“Finding Your Inner Fundraiser”

GFJ Discounted Subscription Flyer

“The Statement of Agreement”

“Recruiting Better Board Members”

“Fundraising Planning Worksheet”

“Getting Major Gifts: The Basics”

“The Fine Art of Asking for the Gift”

“Fifty-Three Ways for Board Members to Raise \$1000”