

Board Members and Nonprofit Revenue Considerations for Fundraising

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Presentation Handout

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About ChangeMatters

Amy Kincaid is founder and principal of ChangeMatters, a consultancy for social purpose ventures. With a particular record of service to overlooked market segments and underserved populations, ChangeMatters serves social entrepreneurs focused on the wellness of their communities.

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Effective fundraising builds revenue. Whole-range development

- Grows healthy, diverse, sustainable revenue
- Builds involvement among stakeholders.

Organizations must distinguish between the **role** of the Board of Directors versus individual Board Member **responsibility** for fundraising and development.

- Boards collectively govern organizations and their resource use.
- Boards provide technical assistance, financial oversight, and strategic decisionmaking in accordance with laws, regulations, and organization guidelines. This includes planning for financial health.
- Individual Board members extend the organization's work in accordance with leadership and staff guidance.
- Individual Board members conduct fundraising activities, through annual personal gifts and participation in development activities.

Can Your Board Identify

- Total organizational budget for current fiscal year (within 25%)?
- Core organization programs and partnerships?
- Three largest sources of funds for the organization?
- How supporters, volunteers, partners and staff receive acknowledgement for their work?
- Organization's mission and vision statement?

Help Your Board Members to Help Your Organization

- Map the ways mission guides programs and projects
- Provide the business model underlying each program and report on their effectiveness and value
- Identify specific stakeholders and their roles among key program areas
- Assess organization health (financial resources and non-monetary assets)
- Describe opportunities and challenges for increasing and diversifying revenue, partnerships, and volunteer support
- Evaluate performance of board, leadership, and staff on a consistent periodic basis

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