

BIGGEST BARRIERS TO FUNDRAISING

By: Andy Robinson

- Lack of training and support amongst boardmembers
- Discomfort, fears and the “taboo” in asking for money
- Fears surrounding rejection

Need to change that perception and re-define fundraising Fundraising isn't about money –it's about RELATIONSHIPS

If you are a person who does not want to ask for the money, then don't! There are so many other tasks that need to be done.

1. Identify
2. Involve
3. Ask
4. Thank
5. Retain

Three Non-Negotiables / Expectations from Board Members

- 1) Everyone on board needs to give money – not a major gift – but everyone can give something
Litmus Test: Are you prepared to lead if you're not prepared to invest?
People want to know: Do you have 100% board giving?
- 2) Everyone needs to identify potential donors
All fundraising begins with a list
- 3) Everyone must participate in some way – not everyone soliciting, but fundraising is a team sport.

When we recruit board members, we need to provide clear job descriptions and expectations. And one of those expectations is participating in fundraising – giving of your time AND your money.

How to Hold Board Members Accountable to What They Say They Will Do:

Board members are volunteers so there must be peer-to-peer accountability

Encourage, cheer, motivate – Not lecture and demand.

There should be regular check-ins with each board member: going around the table and telling what they've done.

How To Train Your Board Members:

Stop lecturing and start training through activities and exercises at each board meeting, an annual retreat and training for year-end fundraising or capital campaigns.

An example of a fundraising activity:

Have you ever given money?

Why? What motivated you?

Collect and write out your answers and discuss them.

Andy Robinson, “trainyourboard.com” where you can find free exercises to engage in and his blog.