

Board Member Roles

This document will guide you through the best practices of board roles and responsibilities as well as how board members can utilize their strengths to help your campaign or event be even more successful.

As a leader of a nonprofit organization, you know your board best! You know what strengths, weaknesses and connections your board members bring to the table to help further your organization's mission and to have a stronger impact on your community. For your campaign, you'll need support and assistance from your board members to make it an all around success for you and your organization! Check out these board responsibilities for different ways to get your board involved with your fundraising campaign.

Board Member Strengths

You more than likely meet with your board on a monthly basis and may see some board members more than that, therefore you should know what each board members' strengths and weaknesses are in regards to roles and responsibilities.

If you have some board members who really excel at generating funds, whether from local businesses or organizations or from large private donors, reach out to them to assist with securing sponsors for your campaign or event.

Have a board member who likes to chat? Put that to good use! Give them a list of folks to call and ask for donations, or to get the word out about your upcoming campaign or event.

Is a board member really good at drafting emails? Or do they have a large email database or social media following on their own? Have them become a P2P fundraiser, or ask them to share your campaign or event link with their network to gain even more supporters and hopefully donors!

Discuss your campaigns and events coming up at your board meetings and assign various responsibilities. Make sure to follow up weekly or even daily as your event approaches! Offer support to your board, and make sure they are well prepared to discuss your campaign/event with current supporters, new sponsors and/or community partners.

Community Partnerships and Outreach

Your board likely has several members who serve as important and active members in your community. Whether it's a connection to local businesses or the ability to acquire sponsors or matching gifts, you'll want to utilize these board members to help build a solid foundation to your campaign.

Tasks for These Board Members:

- **Reaching Out to Local Businesses for Potential Partnerships:** Partnerships can range from sharing your campaign page on social media, in kind donations for fundraising events, or utilizing what's special about your community to promote your mission!
 - **Acquiring Sponsors for Matching Gifts or Incentives:** Entice your volunteers and supporters to have a greater impact on your organization by offering donation matches! Having some extra funds for your campaign to use as incentives for your donors can really motivate donors to participate and further their impact.
 - **Local Promotion Throughout the Community:** There are lots of creative ways you can engage with your community to promote your campaign! From flyers to road signs - this is a great way to use the connections of your board to utilize local promotional opportunities!
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Press & Promotion

One of the biggest things we hear from donors after a campaign is that they had no idea it was even happening! Don't let this happen to your organization - utilize your board members to get the word out during your campaign! While your staff members will also be working on marketing and promoting your fundraising initiative, your board members can play a crucial role in educating those who otherwise may not have seen your messaging. Just by putting up a flyer in a local business or having a conversation with their co-workers, your mission has the potential to impact more people with the help of your board.

Tasks for These Board Members:

- **Getting the Word Out About Your Campaign:** Your board can play a huge role in getting the word out about your campaign. Whether it's distributing flyers throughout your community or simply talking about it with their network both online and offline, encouraging your board members to promote your campaign will result in more connections and more donations for your organization on the big day!
- **Acting as Social Media Champions for Your Organization:** With online giving, social media can play a crucial role in your success. The problem with social media is that you

can spend all day crafting up perfectly engaging posts, but they aren't going to really have an impact if nobody sees them! On social media, people are more likely to read and click on a post that their friend shares as opposed to a generic ask from an organization. Have your board members get active on social media by sharing your campaign page and getting the word out about why your mission is so important to them and the greater community.

- **Sharing Their Board Story:** Each of your board members is serving your organization for a reason. They care about your mission, your impact, and the community and people you serve. Having your board share why they are proud to be a part of your organization has the power to show your supporters and potential donors how your organization is rooted by the passion of those people helping to further your mission. Both you and your board members can use their stories (with their permission of course) in letters, emails, social media posts and beyond! True stories that highlight the impact of your organization and power of your mission can go a long way.
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Donor Outreach & Follow Up

Letting all of your donors and supporters know about your campaign can be challenging. You're going to want to send them emails, social media posts, and maybe even a direct mail appeal to get their attention and gain their support. Letting donors know that their impact is being celebrated is a great way to get them excited about your campaign.

Tasks for these board members could include:

- **Host a Calling Bank** - Did you know that just by giving your past donors a call to thank them for their support and to let them know about your campaign, they're more likely to show their support again? Your board members probably already make calls to major donors, but for your campaign, no donor is too small to let them know about the big event and how to see your mission in action!
- **Personal Letters to Bigger Donors** - During your campaign, you should give your major donors some recognition, and let them know about your campaign while you're doing it! Whether it's a personal letter, note, email, or even a phone call - it's important to let your donors know how they have had an impact on your organization and your community, and to invite them to see that impact in action during your campaign. They will not only appreciate the recognition, but will be more likely to support your organization during your campaign.
- **Ask for Campaign Pledges** - Before your campaign's launch date, you can invite your supporters to make pledges to support your organization! Using free photo editing tools like Canva, you can create a custom social share image for your organization's campaign or fundraising event. These supporters can let their network know before the campaign has even begun that they will proudly be supporting your organization. This is also a great way to "secure" gifts and will lead to a greater impact during the campaign!

Fundraising Champions

Even if your board members aren't required to make a contribution to serve your organization, they should never turn down an opportunity to support your mission and fundraise on your behalf. By acting as fundraising champions, your board members can rally around your mission and collect donations as ambassadors of your organization.

Tasks for these board members could include

- **Create Fundraisers on Behalf of Your Organization** - Your board members (as well as any other key supporters at your organization) can create their own personal fundraising pages (Peer to Peer Fundraisers) to share with their network in order to encourage support of your organization. Sharing their personal stories of why they support your cause and your mission will entice donors you never would have been able to reach to support you during your campaign.
- **Host a FUNdraisers Party** - Invite your board members, volunteers, or strongest supporters to come together to learn about how they can rally around your cause throughout your campaign. All you need are some light refreshments and a few computers or mobile devices to get everyone set up with their own personal fundraising page.