

Board Role in Membership & Fundraising

Board member activities: What you can do (*via* BoardSource)

1. Cultivate ten new friends each year.
2. Send a letter to prospects in your community.
3. Call donors to thank them for their gifts. (Donors want prompt acknowledgment of their gift, confirmation that their gifts have been set to work as intended, and measurable results showing what effect their gift has had.)
4. Drop a personal note to lapsed donors.
5. Identify prospects for cultivation events.
6. Identify and recruit future board members who are willing to fundraise.
7. Speak frequently about your organization and its programs and purpose.
8. Accompany staff on solicitation/cultivation visits.
9. Identify potential corporate donors.