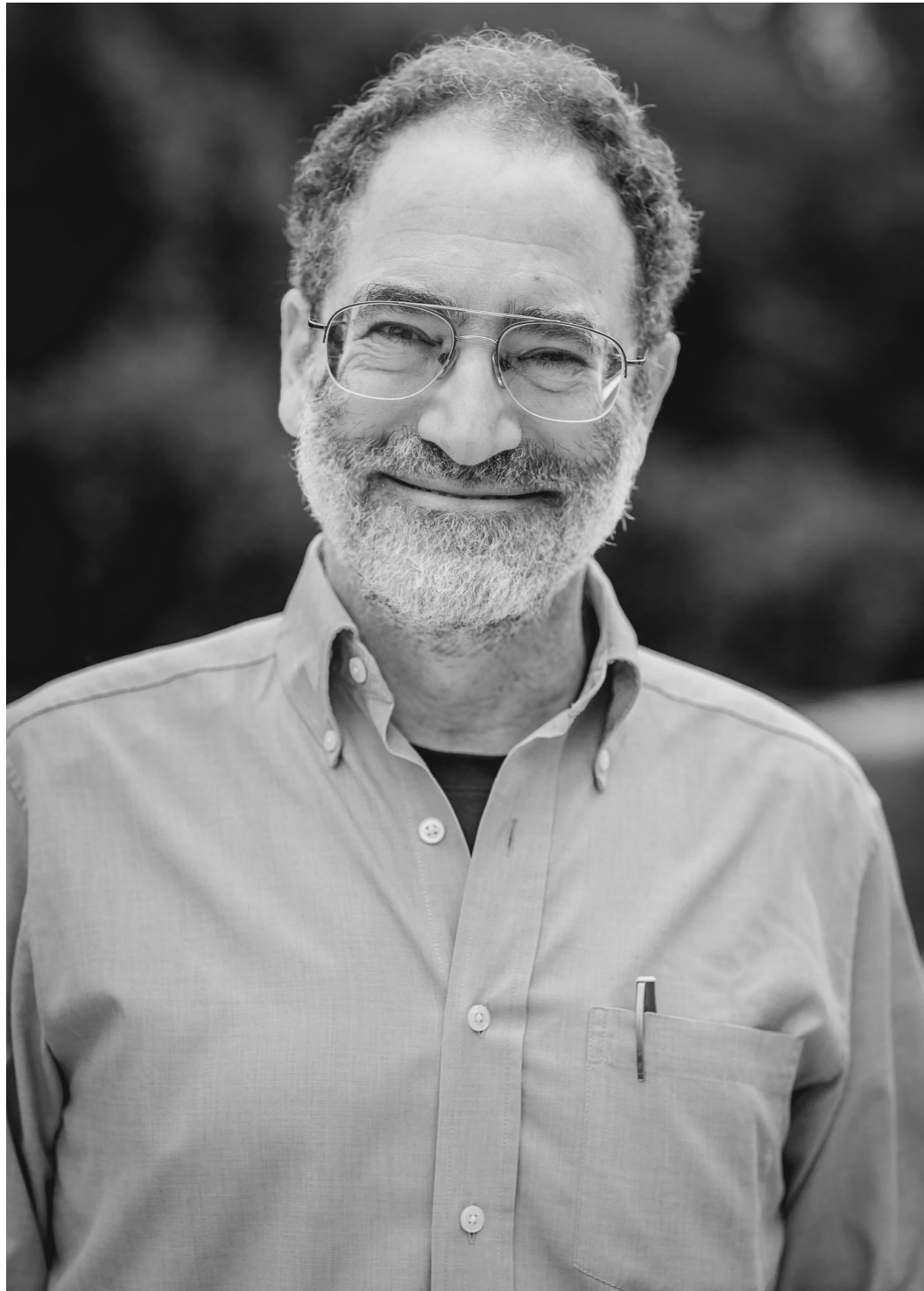




Andy
Robinson

Mobilize Your Board to Raise More Money

Move United conference, April 21, 2026



Welcome!

I'm Andy...

Author, trainer, board
chair, and the Swiss
Army knife of
nonprofit consultants

Outcomes for today's workshop

You will learn how to:

- Redefine fundraising to make it more accessible
- Understand the psychology of fundraising
- Build a board fundraising menu
- Help board members embrace fundraising leadership



Getting started...

Why did you choose this session?

What would you like to learn?



Redefining fundraising

To raise money successfully, you need four things

- A strong case for giving
- Prospective donors to ask
- People to do the asking
- Systems to track data, money, donor recognition, etc.



Most nonprofits can strengthen all these areas, but here's the biggest challenge

- √ A strong case for giving
- √ Prospective donors to ask

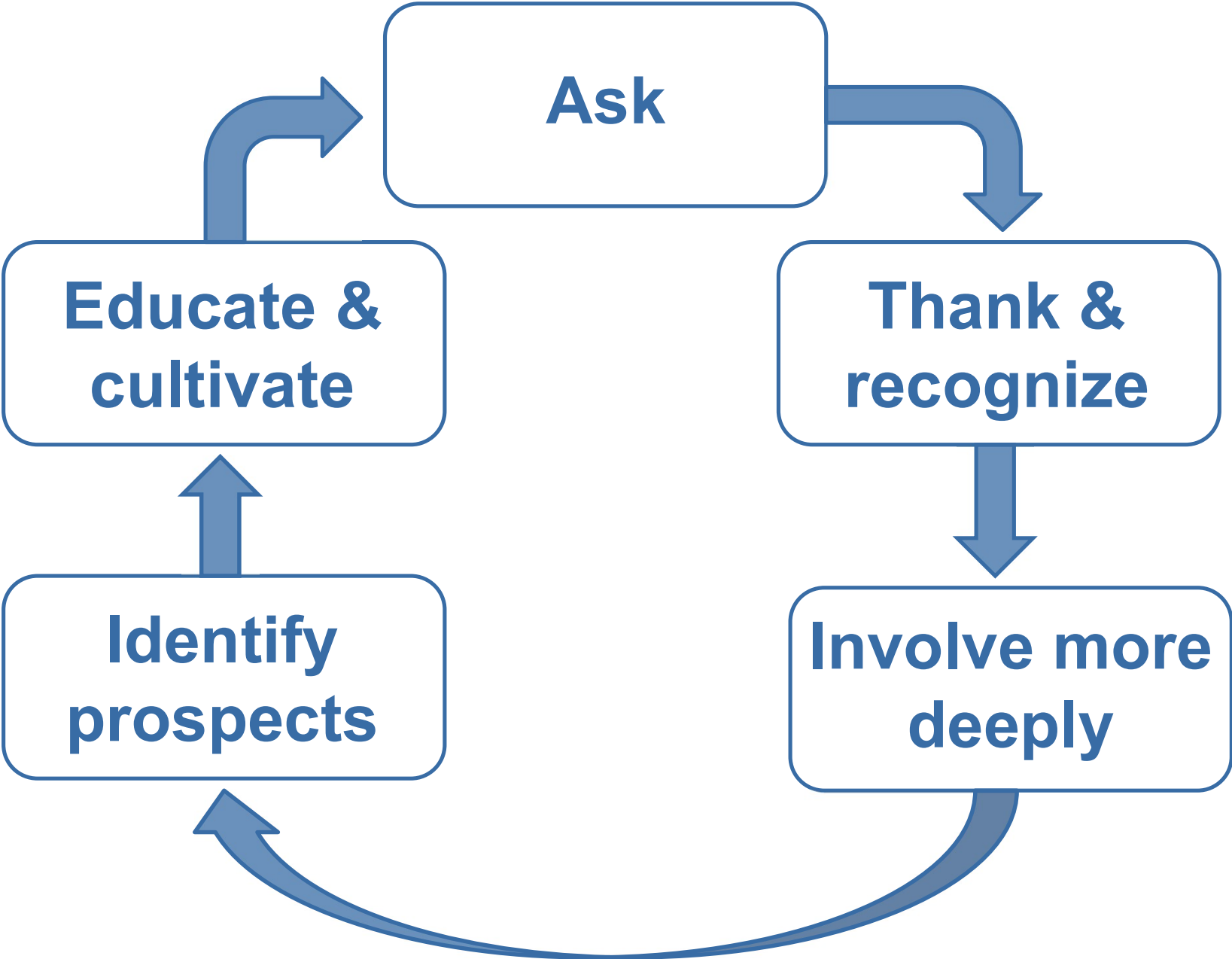
!!! Not enough askers

- √ Systems to track data, money, donor recognition, etc.

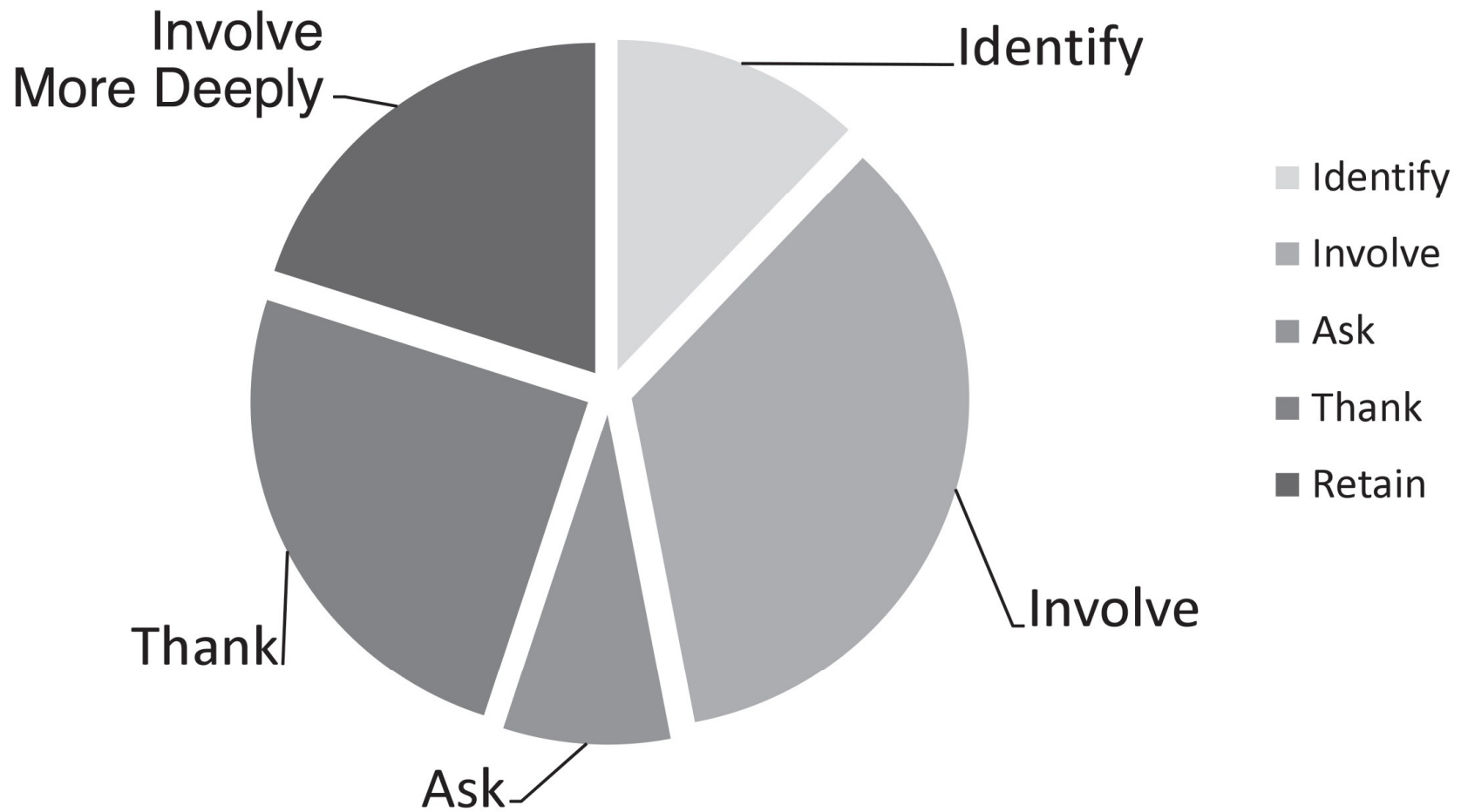
However, not everyone will be an asker,
so we have to ***redefine fundraising*** to
better engage our volunteers –

**It's not just about
asking for money**

Cycle of fundraising



Time allocation

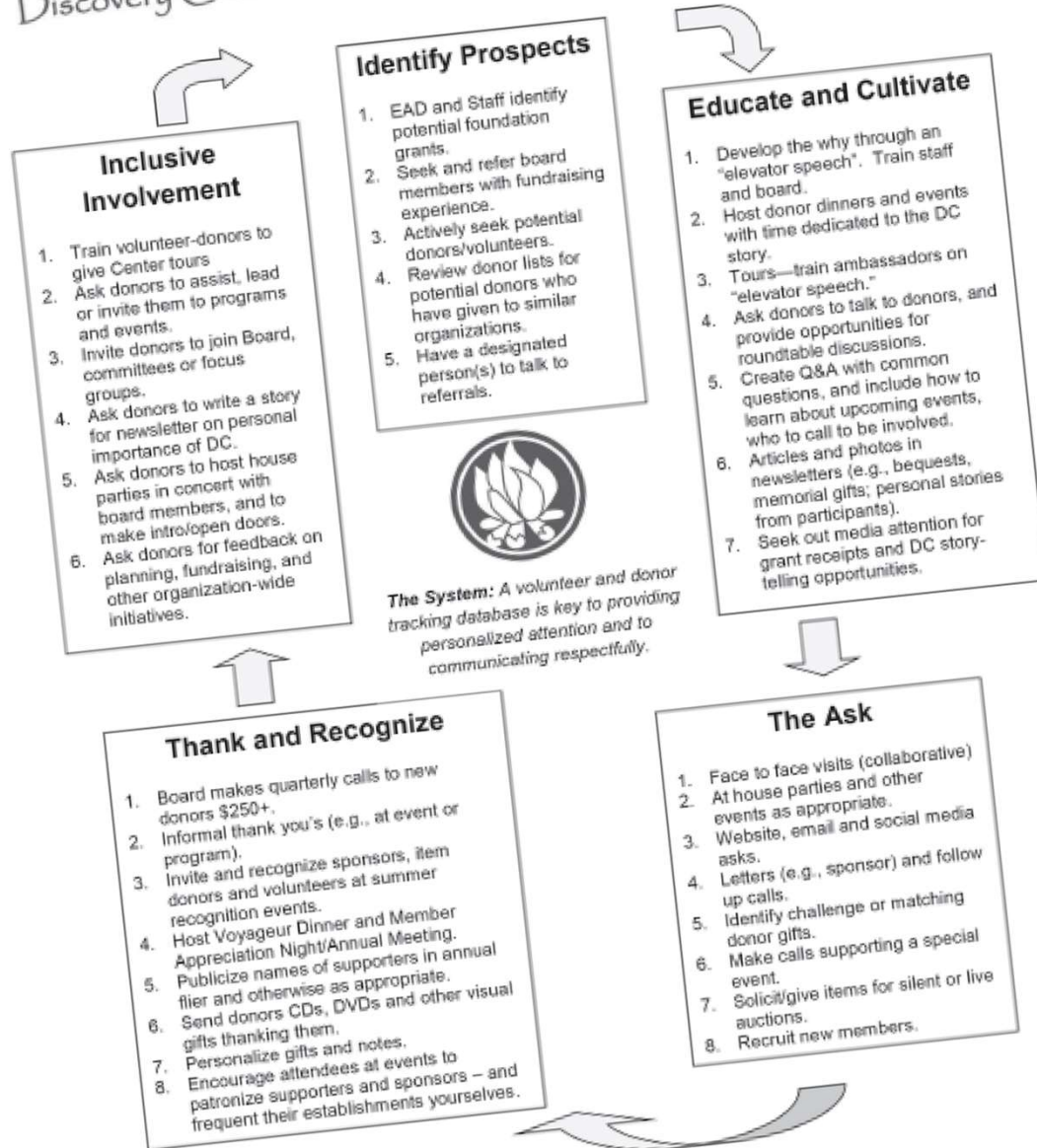




Cycle of Development: Expanding Your Connection

Naturally Inspiring and Enriching Lives through Meaningful Connections with
Nature, People and Community

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Inclusive Involvement

1. Train volunteer-donors to give Center tours
2. Ask donors to assist, lead or invite them to programs and events.
3. Invite donors to join Board, committees or focus groups.
4. Ask donors to write a story for newsletter on personal importance of DC.
5. Ask donors to host house parties in concert with board members, and to make intro/open doors.
6. Ask donors for feedback on planning, fundraising, and other organization-wide initiatives.

Identify Prospects

1. EAD and Staff identify potential foundation grants.
2. Seek and refer board members with fundraising experience.
3. Actively seek potential donors/volunteers.
4. Review donor lists for potential donors who have given to similar organizations.
5. Have a designated person(s) to talk to referrals.



The System: A volunteer and donor tracking database is key to providing personalized attention and to communicating respectfully.

Educate and Cultivate

1. Develop the why through an "elevator speech". Train staff and board.
2. Host donor dinners and events with time dedicated to the DC story.
3. Tours—train ambassadors on "elevator speech."
4. Ask donors to talk to donors, and provide opportunities for roundtable discussions.
5. Create Q&A with common questions, and include how to learn about upcoming events, who to call to be involved.
6. Articles and photos in newsletters (e.g., bequests, memorial gifts; personal stories from participants).
7. Seek out media attention for grant receipts and DC story-telling opportunities.

Thank and Recognize

1. Board makes quarterly calls to new donors \$250+.
2. Informal thank you's (e.g., at event or program).
3. Invite and recognize sponsors, item donors and volunteers at summer recognition events.
4. Host Voyageur Dinner and Member Appreciation Night/Annual Meeting.
5. Publicize names of supporters in annual flier and otherwise as appropriate.
6. Send donors CDs, DVDs and other visual gifts thanking them.
7. Personalize gifts and notes.
8. Encourage attendees at events to patronize supporters and sponsors – and frequent their establishments yourselves.

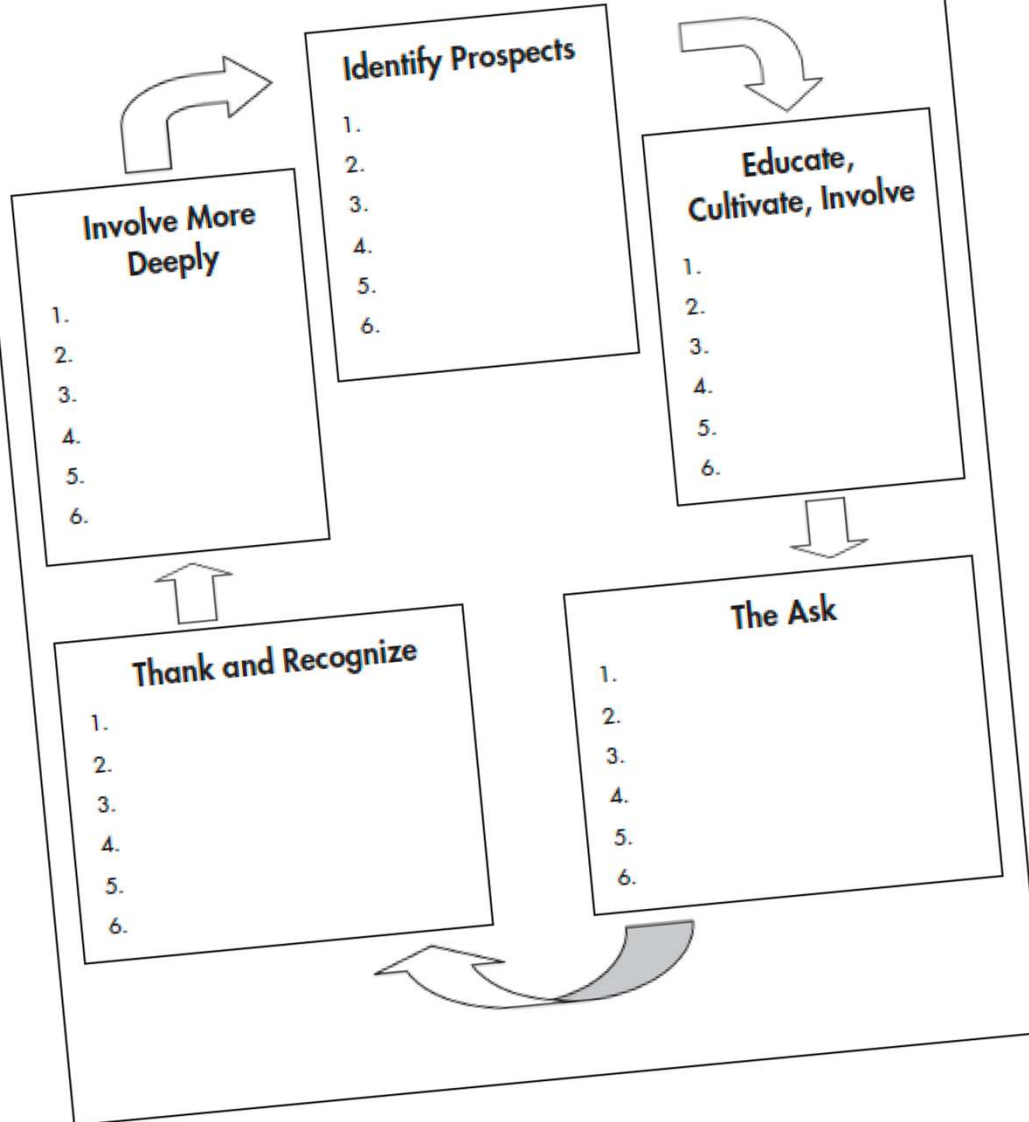
The Ask

1. Face to face visits (collaborative)
2. At house parties and other events as appropriate.
3. Website, email and social media asks.
4. Letters (e.g., sponsor) and follow up calls.
5. Identify challenge or matching donor gifts.
6. Make calls supporting a special event.
7. Solicit/give items for silent or live auctions.
8. Recruit new members.

Cycle of Fundraising

BUILDING A DONOR ENGAGEMENT MENU

Create a menu of activities for each stage of the relationship:





Exercise

Cycle of fundraising

- With your colleagues, pick one of the five boxes: Identify Prospects, etc.
- Brainstorm relevant items
- OK to use sample (North Lakeland Discovery Center) for inspiration



The psychology of fundraising
Why do you give?

Fundraising: Three things that every board member can do

- Give money
- Give names
- Participate



Everyone can

give money because:

- Karma: It's easier to raise money if you give it yourself
- It's a litmus test: Are you prepared to lead if you're not prepared to invest?
- People are watching: Donors ask, "Do you have 100% board giving?"

Everyone can *give names* because:

- All fundraising begins with the creation of lists
- 50%-plus of the people you know give to nonprofits
- The average American adult knows 150-200 people



Everyone can *participate* because:

- The more people involved, the more money you raise
- We need to break down the false division between program work and fundraising



Menu of 2017 Fundraising Opportunities

Board Member: _____ Date: _____

This is an "all you can eat" menu!

We ask you to commit to as many items as you like – but at least one per category.

Appetizers

- Provide names of donor prospects
- Personalize letters to current and prospective donors
- Attend and mingle with donors at a House Party
- Introduce development staff to members of the business community

Entrees

- Host a House Party
- Arrange a site tour for some of your friends, conducted by the Executive Director
- Accompany the Executive Director or other staff on donor visits
- Organize a 2-hour volunteer party with friends or colleagues
- Recruit new board members with fundraising experience and connections
- Recruit Wintergreens or Farm Party sponsors
- Volunteer to help at Wintergreens or the Farm Party

Desserts

- Collect copies of other organizations' solicitations and annual reports for GCH staff
- Make thank you calls to donors
- Promote and attend one of our annual events and mingle with donors

Sample board fundraising agreement

(Adapt for your needs and circumstances)

Name _____ Date _____

To support the mission of our organization, I agree to take on the following:

1. My gift: \$ _____ Payment completed by (date) _____

Terms of payment (check, credit card, installments, etc.) _____

2. Prospects. I will provide names and contact information for _____ prospects by (date) _____. Even if I am unable to follow up with all of these people personally, I will still add names to the list for mailings, event invitations, etc.

Sample board fundraising agreement (continued)

3. My fundraising support tasks (taken from our menu):

a. Activity _____

Date(s) _____

Projected revenue (if applicable) \$ _____

Help / support needed from staff or board _____

b. Activity _____

Date(s) _____

Projected revenue (if applicable) \$ _____

Help / support needed from staff or board _____

c. Activity _____

Date(s) _____

Projected revenue (if applicable) \$ _____

Help / support needed from staff or board _____

Signature of board member/volunteer

Signature of board chair

The unspoken truth about boards and fundraising....



Is it OK to expect less of your board?

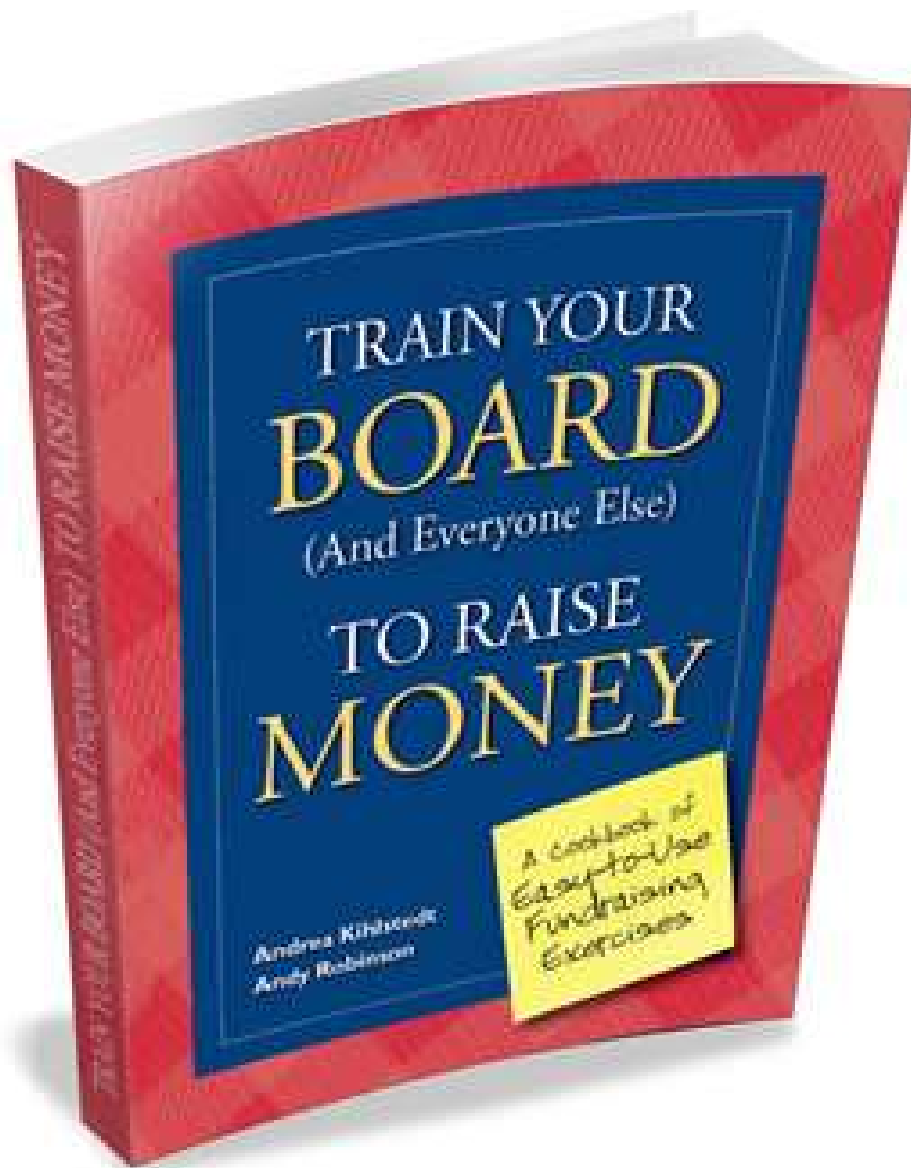
A yellow sticky note is pinned to a white surface with a red pushpin. The note has a folded bottom-left corner. The word "Questions?" is printed in a bold, blue, sans-serif font on the note. A solid blue vertical bar is visible on the far left edge of the image.

Questions?



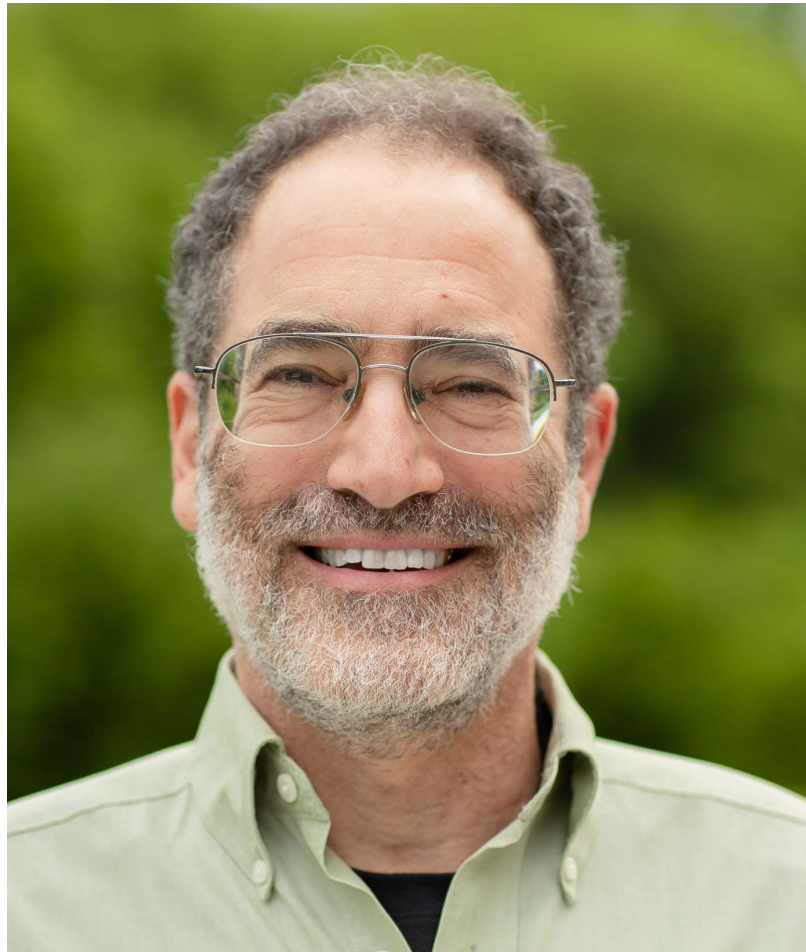
Action planning

How will you implement what you've learned today?



**Andy's book –
with Andrea Kihlstedt**

Available from
[https://hilborn-
civilsectorpress.com/](https://hilborn-civilsectorpress.com/)



Thanks and stay in touch!

www.andyrobinsononline.com

www.trainyourboard.com