



Welcome!

We will get started soon.

- For best results, use Google Chrome or Mozilla Firefox browsers.
- We will send a replay with slide deck in an email tomorrow.
- In case of connectivity issues, try the red “Reconnect” button at the top of the screen.
- Don’t forget to enter your questions in the chat area!

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How Board Members Can Raise Money

In Less than 15 Minutes a Month



Amy Eisenstein, ACFRE

amyeisenstein.com

CapitalCampaignToolkit.com



Capital Campaign Toolkit

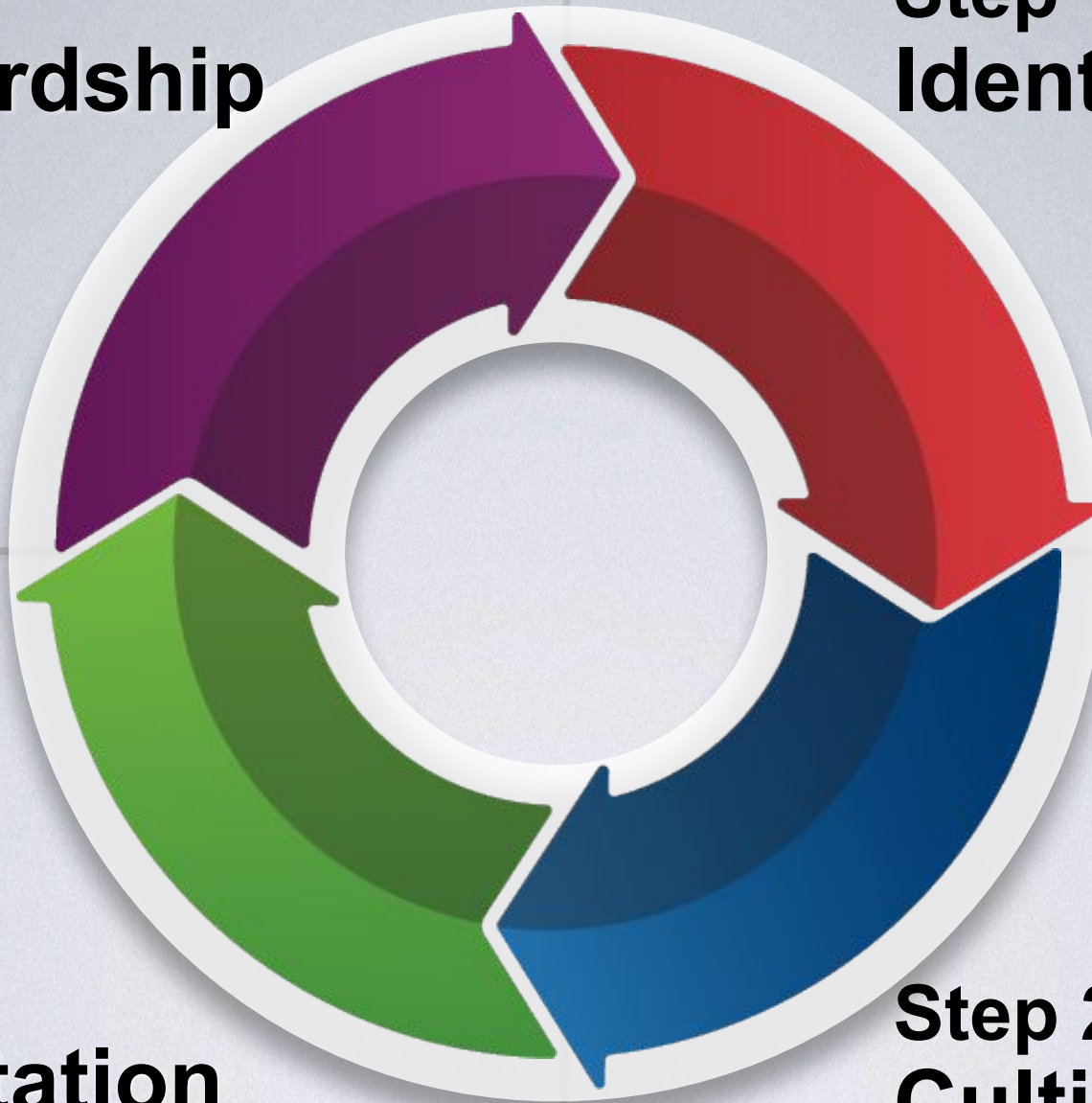
Everything You Need for a Successful Campaign



Fundraising Basics

Step 4
Stewardship

Step 1
Identification



Step 3
Solicitation

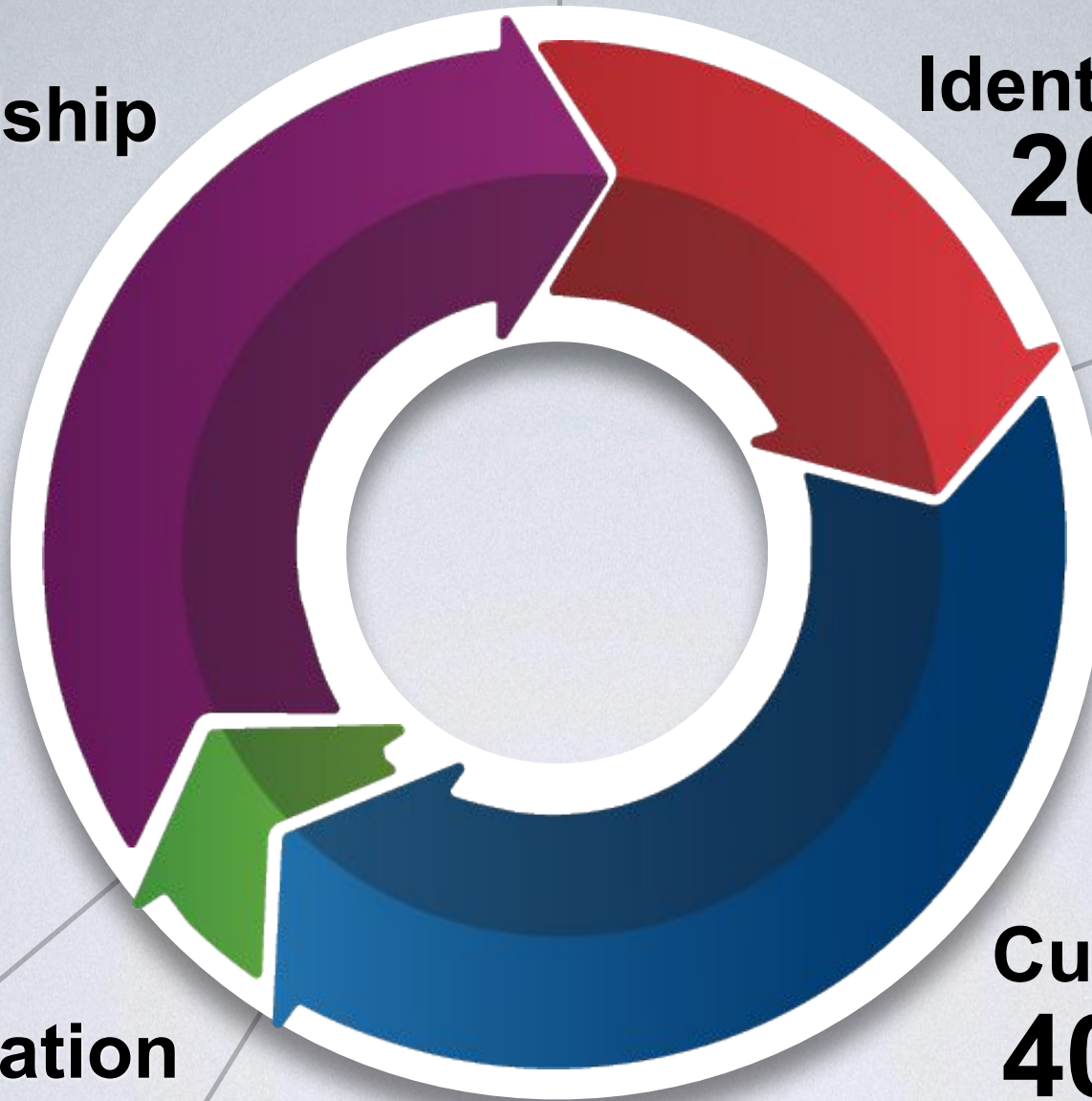
Step 2
Cultivation

Stewardship
35%

Identification
20%

Solicitation
5%

Cultivation
40%



Fundraising Myth: All Donors Give Equal Amounts

80%
RESULT

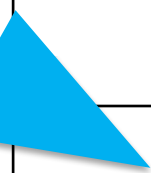
20%
EFFORT

**PARETO's
PRINCIPLE**


80%
EFFORT

20%
RESULT

Goal: \$100K



Gifts	Pros- pects	Gift Amount	Cum. Gifts	% of Goal
1	2	\$20,000	\$20,000	20%
2	4	\$10,000	\$40,000	40%
3	6	\$5,000	\$55,000	55%
6	15	\$2,500	\$70,000	70%
15	40	\$1,000	\$85,000	85%
30	60	\$500	\$100k	100%



Total Gifts Needed: 57

Demonstrate *Impact*



Change the Language of Fundraising

Board Meeting Fundraising Discussions



Month	Topic	Facilitator	Meeting Type
January	Bequests	Consultant	Board Meeting
March	Sponsorships	DOD	Gala Committee
May	Identification	Consultant	Board Meeting
July	Cultivation	DOD	Board Meeting
September	Appeal	DOD	Board Meeting
November	Major Gifts	Consultant	Annual Retreat

Discussion Calendar

Step 4
Stewardship

Step 1
Identification



Step 3
Solicitation

Step 2
Cultivation

Tell a Story

Why do I serve?

What am I proud of?

What's the impact on our community?

How are we different or unique?

What's your favorite story?

Breakout Discussion

Fundraising Brainstorm

1. Identify Facilitator
2. Identify Reporter

How can board members help with fundraising?

Easy

Medium

Difficult

Fundraising Brainstorm

Tasks/Activities in 15 Minutes per Month

- Advocate (call, write, share)
- Introduce (executive director, clients)
- Invite (volunteer, event, tour, meeting)
- Ask (online, by mail, in person, over the phone)
- Call (thank you, tour, volunteer, update)
- Write (handwritten note, appeal, thank you)
- Share (social media)
- Inform (about programs/services)

Opening Doors

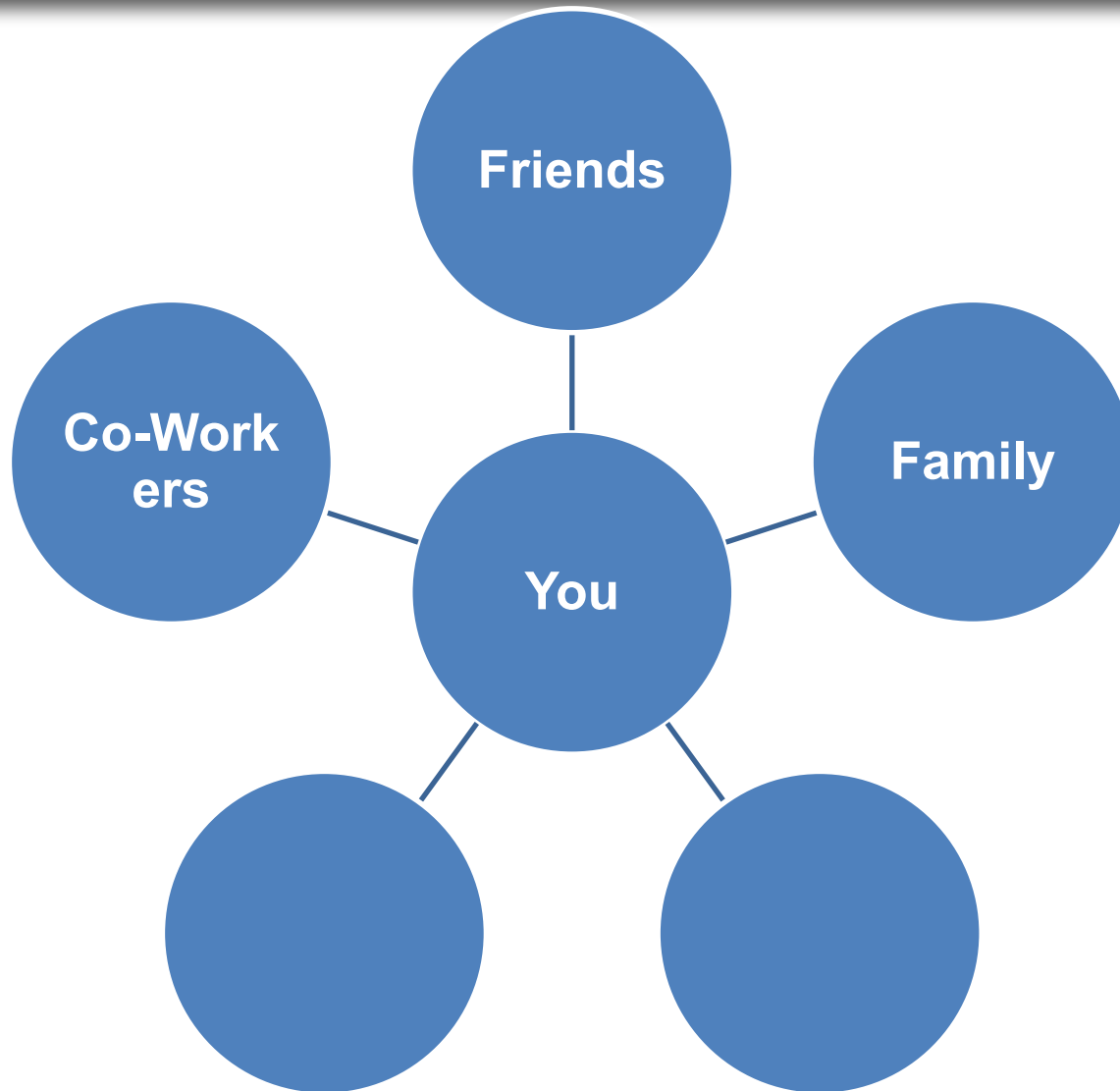
Prospect Identification

A - Access

B - Belief

C - Capacity

Who do you know?



How High Will You Go?



Board Member Bingo

Gardens	Is a CEO	Loves to travel	Accountant
Is retired	Under 40	Loves cats	Plays an instrument
Has lived abroad	Has a bequest	Is an immigrant	Attorney
Has solicited a major gift	Loves dogs	Speaks 2 languages	Has given a major gift
Is a vegetarian	Has a 2nd home	Has donated stock	Serves on other boards

Hold a Brag Session

**WAY
TO
GO!**

**GOODD
JOB**

**WELL
DONE**

**YOU'RE
THE MAN**

**THUMBS
UP**

**YOU
ROCK**

Step 4
Stewardship

Step 1
Identification



Step 3
Solicitation

Step 2
Cultivation

For weekly emails and free eBooks from Amy:
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Capital Campaign Toolkit
Everything You Need for a Successful Campaign

A Board Member's Guide to Capital Campaigns

What Every Board Member Needs to Know

capitalcampaigntoolkit.com/board-members-guide/

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**All About Capital Campaigns
(Podcast)**

Keep in Touch



Q & A Time

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