



boardable

Board Management Simplified.

WEBINAR:

**Key Secrets to Overcoming Cultural and
Fear-Based Barriers to Board Fundraising**

Discover how to identify and overcome board fundraising barriers:

- Introduce webinar guest Claire Axelrad, fundraising veteran and consultant
- Understand how to create a “culture of philanthropy” in your organization
- Hear what the most common fears are for board members around fundraising
- Learn about subtle cultural barriers to board fundraising
- Compile actionable steps to help an existing board evolve
- Q & A with the audience (please post them in chat throughout webinar)

Claire Axelrad, J.D., CFRE

Nonprofit Fundraising Educator and Coach



- Over 30 years of nonprofit in-the-trenches development experience helping raise millions for such organizations as San Francisco Food Bank, Jewish Family and Children’s Services, Jewish Community Center, S.F. Conservatory of Music and California School of Professional Psychology.
- 8 years nonprofit fundraising/marketing coach as Principal of Clairification School
- Follow Claire on social media for advice and information

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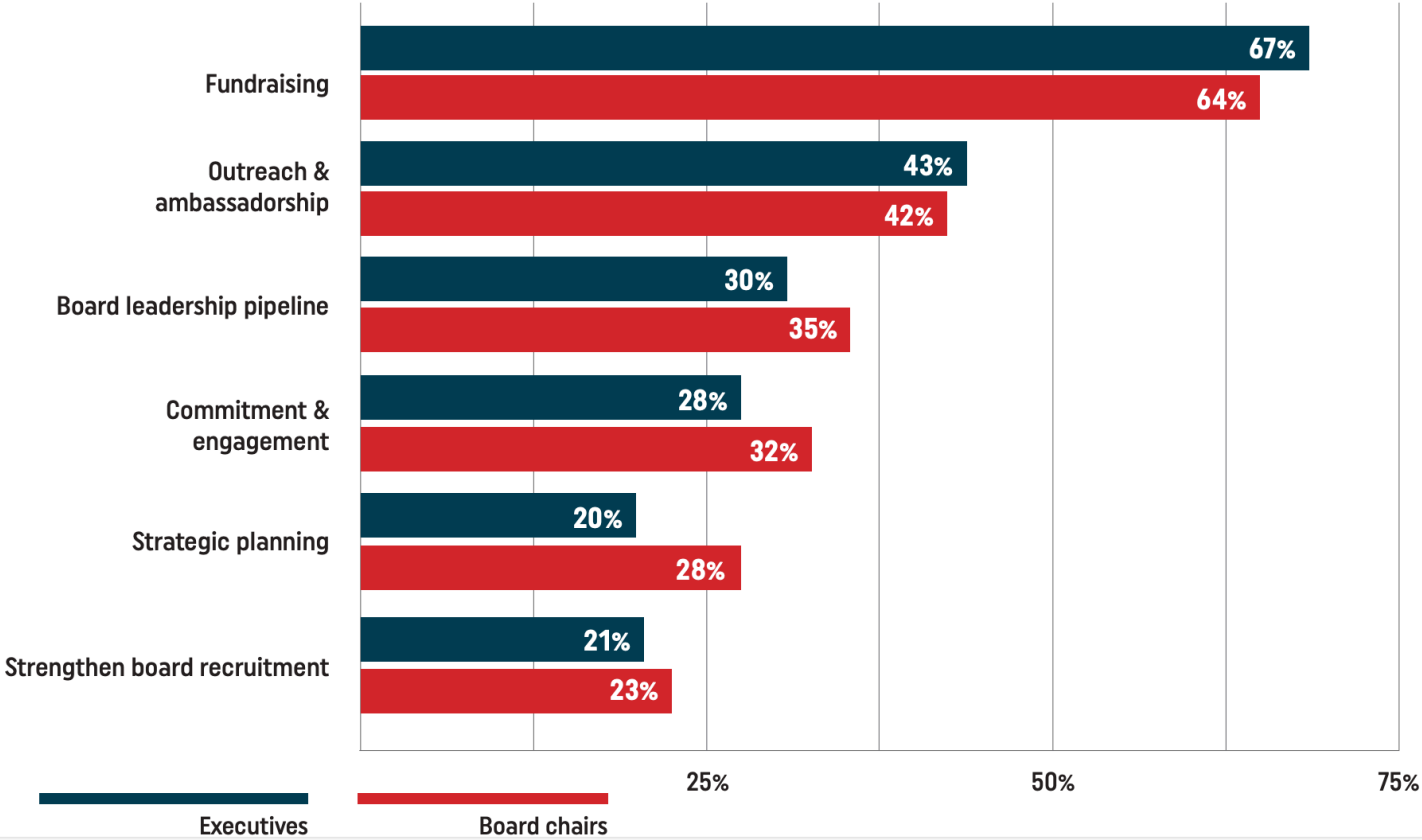
Who benefits from successful philanthropy?

In a culture of philanthropy, everyone – board members, development staff, volunteers, administration, clients – benefits from success.

Board involvement in fundraising is still a big challenge

FIG W2

WHAT ARE THE THREE MOST IMPORTANT AREAS THE BOARD SHOULD ADDRESS TO IMPROVE ITS OWN PERFORMANCE?⁸



What do your board members fear most about fundraising?

- A. It feels like begging
- B. I might be rejected
- C. It's too aggressive/nasty
- D. Might ask me to give quid pro quo to their cause
- E. I'm not at that level: don't know rich people/don't give enough to ask

The Most Common Fears Board Members Have

- **Begging**– “I grew up believing it’s impolite to ask for money.”
- **Rejection** – “What if I ask a friend to support the nonprofit, and they say no?”
- **Aggression** – “You have to be really aggressive to get donations, and I don’t want to be like that.”
- **Reciprocation** – “If I ask them to donate to my cause, they’re going to ask me, too.”
- **Network** – “I don’t know enough RICH people.”



Get rid of limiting beliefs!

Fear of Being Perceived as Begging

“I grew up believing it’s impolite to ask for money.”

- Retire the tin cup.
- Hank Rosso: “*fundraising is the gentle art of teaching the joy of giving.*”
- You aren’t asking for yourself.
- You aren’t asking for something for nothing.



You aren’t asking for yourself.

REFRAME FUNDRAISING as VALUE-FOR-VALUE EXCHANGE

Every donor/nonprofit relationship is based on a mutual value-for-value exchange.

Donors give to see needs met. These range from community and personal needs.



Donors rely on your steward-ship of their philanthropy and your satisfaction of their needs (which vary).



You Give as Much as You Get

Fear of Rejection

“What if I ask a friend to support the nonprofit, and they say no?”

- Think of it as an opportunity to share an amazing experience.
- Would you hesitate to recommend a great movie or restaurant to a friend?



Don't be stingy with your nonprofit.

REFRAME FUNDRAISING as SHARING THE LOVE

Philanthropy follows most naturally when you come from a place of love.

REFRAME FUNDRAISING as STORYTELLING

Talk naturally, in a manner humans are "wired" to embrace - fewer facts, more narrative.

- Problem
- Solution
- How donor can be loving hero



Remember: fundraising is a servant to a greater philanthropic cause offering an *opportunity* to bring a story a happy end

Fear of Being Aggressive

“You have to be really aggressive to get donations, and I don’t want to be like that.”

- Philanthropy is NOT a “no pain, no gain” situation
- When you’re uncomfortable, so is the donor



**Good fundraising is inviting,
not fighting.**

Meet with Donors – Share with Donors

When you're happy and relaxed, so is the donor



Passion is contagious!

REFRAME FUNDRAISING as SHARING YOUR PASSION

Fear of Having to Reciprocate: Quid pro Quo

“If I ask them to donate to my cause, they’re going to ask me, too.”

- Asking is about sharing passion... *if* the other person wants to join.
- Don’t be afraid to say someone else’s cause isn’t your thing.
- The dreaded “quid pro quo” ask often never materializes.



Might you share my passion?

REFRAME FUNDRAISING as DIFFERENT STROKES for DIFFERENT FOLKS

Fear of Not Having the Right Network

“I don’t know enough RICH people.”

- Encourage board members to think of folks who are *peers*. They’re giving, and so can those folks.
 - Friends
 - Family
 - Work colleagues
 - Congregants
 - Parents at school
 - Book club members



Anyone can be a philanthropist!

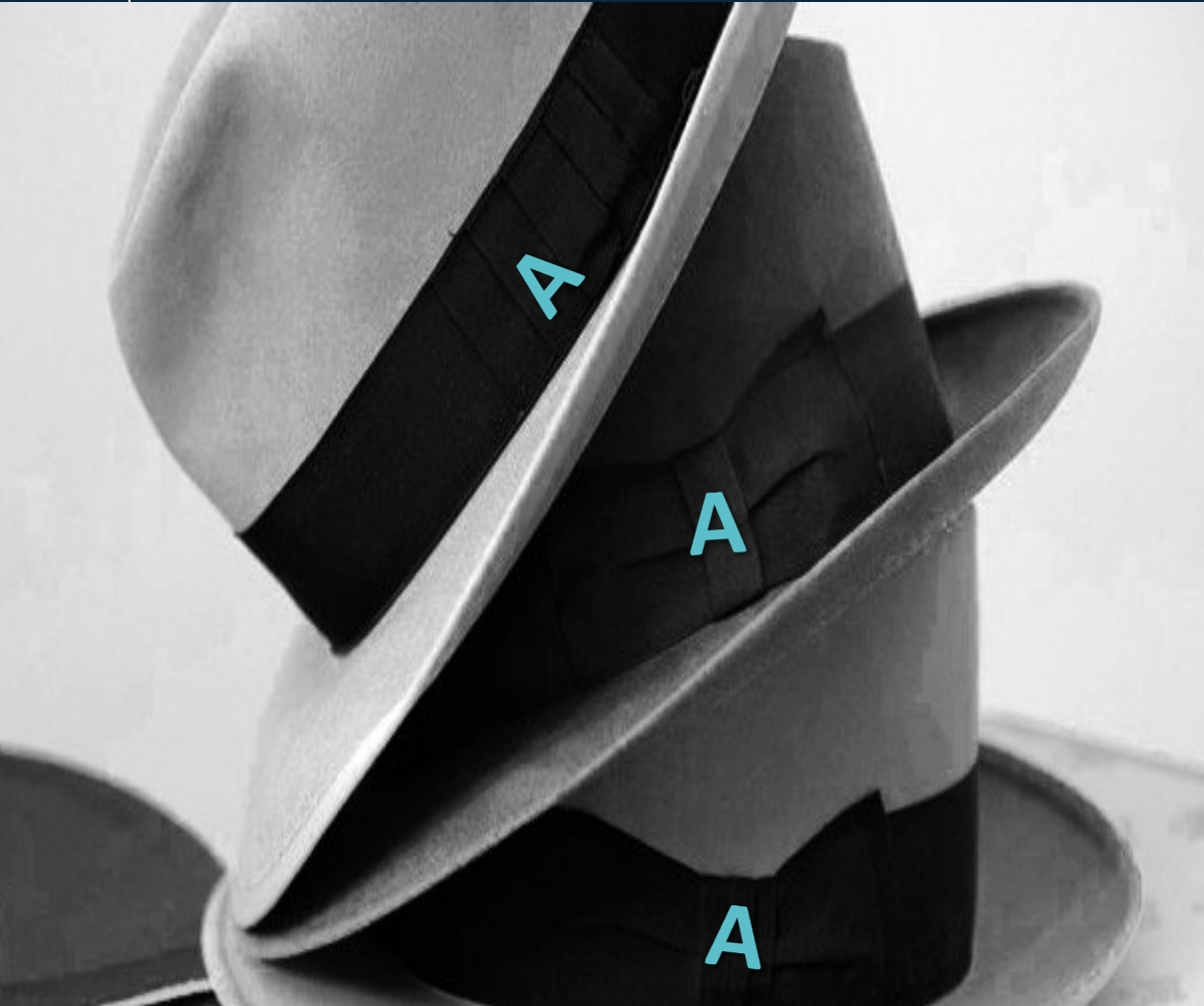
REFRAME FUNDRAISING as FRIENDRAISING

Don't Ass*u*me

- Don't say "no" on behalf of others!
- If you don't have contacts to ask, what else can you do? Examples:
 - Write thank-you notes
 - Make calls
 - Write personal notes on appeals
 - Give tours
 - Host event
 - Speak on our behalf



Reach out and touch someone



Fundr – A – A – A – ising

I am willing to:

Ambassadors

- Make thank-you calls
- Write personal notes
- Identify prospects
- Take donors on a tour
- Take donors to coffee
- Cultivate a prospect at an event

Advocates

- Represent at public functions
- Call public officials
- Circulate petitions
- Visit businesses & foundations

Askers

- Meet with people I know
- Meet with people I don't know
- Testify
- Ask



Cultural Barriers to Board Fundraising

- Misunderstanding about dual governing and financing roles and responsibilities
- Fundraising and building relationships not a priority for an already stretched-thin board
- Boards have a penchant for special events, which are ineffective for raising money
- Board members who refuse to accept their role as a fundraiser

Fundraising is a mission-aligned duty.

Misunderstanding dual governing and financing roles and responsibilities



- Educate the board they wear two gloves: (1) governing and (2) financing
- Boards govern *collectively*
- Members fundraise *individually*
- Setting goals without planning for adequate financing to meet those goals is essentially setting *unfunded mandates*

Fundraising isn't a priority for an already stretched-thin board of directors



- **Offer recruitment orientation** so board embrace their fundraising role from the beginning
- **Offer continuing board development** sessions to help members understand their top priority is to assure demonstrated needs are met through governance and financing
- **Make specific fundraising assignments** that meet board members where they are.

We're a 'community' board.



Boards often default to cost-ineffective event fundraising

- **Special events cost** \$0.50 for every \$1 raised. Major gifts fundraising costs \$0.05 - 0.10 for every \$1 raised.
- **Board members think they'll 'get off the hook'** – believe it's easier to attend or sell tickets than make a face-to-face ask.
- **People give to people**, not organizations, no matter how great the event.

Why don't we just put on a show?!



What to do if some board members refuse to accept their role as fundraiser?

- Value board slots appropriately
- You need *radiators*, not *drains*
- Scarcity and fear are contagious
- Provide board members who don't want to 'fundraise' (often seen as the "F" word) with meaningful related roles as ambassadors, advocates, committee members, volunteers or donors

“ I'll do anything but fundraising!”



Philanthropy,
NOT Fundraising!

How about engaging in philanthropy facilitation?

- Make it about ‘*love of humankind*’, not money
- Understand philanthropy makes folks feel good -- leading to a *warm glow*
- Help others get in touch with their passions – plus give them a means to do so – this is a *good deed!*

Don’t ‘train’ boards – ignite their passions!

Passion is contagious!

Simply ask your folks to:

1. Get in touch with their own **passion** for your cause.
2. Enact their **passion** for your cause (with a stretch gift).
3. Share their **passion** for your cause (by asking others to join them).

How do we break bad habits?



- 1. Term limits help engage philanthropy** – Missions evolve, networks get stale, Rolodexes get used up. You need fresh blood.
- 2. Reward new stakeholders** – Board positions are a great recognition for exceptional donors and volunteers.
- 3. Break up group dynamics** – A “cup-half-empty” board becomes a self-fulfilling prophecy.

Do a little reframing:

Philanthropy, not fundraising

Remember: Philanthropy comes from a place of love, not money.



Share Passions



Create Heroes



Tell Stories

Q & A Time

Please enter questions and comments in the chat area. We will address as many as possible and summarize answers in the slide deck.



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Philanthropy, not fundraising.
Passionate, not forgettable.

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Coming Up Next at  boardable

**November 19 at 2PM ET:
Marc Pittman**



Marc Pittman,
Nonprofit Board Expert

- “The 4 Types of Leadership that Lead to a Culture of Philanthropy”
- Learn what is needed to create a thriving development culture in your nonprofit's leadership

Thank you for joining us!

Watch for a replay email soon.

Visit us at www.boardable.com

Visit Claire Axelrad at: <https://clairification.com>

