



Board Management Simplified.

WEBINAR:

The New Language of Fundraising

Magic Words That Translate to More Money



Discover how to change the way you talk about fundraising:

- Introduce webinar guest Cindi Phallen, fundraising veteran and consultant
- The limiting beliefs we hold, and how to change our mindsets
- How to use "the cycle of philanthropy" to help board members use their strengths
- Where to find more ambassadors to make philanthropy easier
- Actionable steps throughout the discussion to implement this information
- Special download from Cindi to take to your next board meeting
- Q & A with the audience (please post them in chat throughout webinar)



Cindi Phallen

Nonprofit Board Strategist

- Over 20 years of nonprofit operations experience
- President of Create Possibility, a nonprofit board consultancy
- Follow Cindi on social media for advice and information

 **Twitter:** @CindiPhallen

 **Facebook:** /cindiphallen.strategy

 **LinkedIn:** /in/cindiphallen



What is Your Vision of a Board Fully Involved in Fundraising?



Imagine something better than you now have.

- A full roster of engaged board members leading the way as champions for your cause.
- You have a partnership with hundreds of volunteers who are telling your story in the community and raising more money.
- Everyone feels responsible for your results and does what they commit to.



Get rid of limiting beliefs!

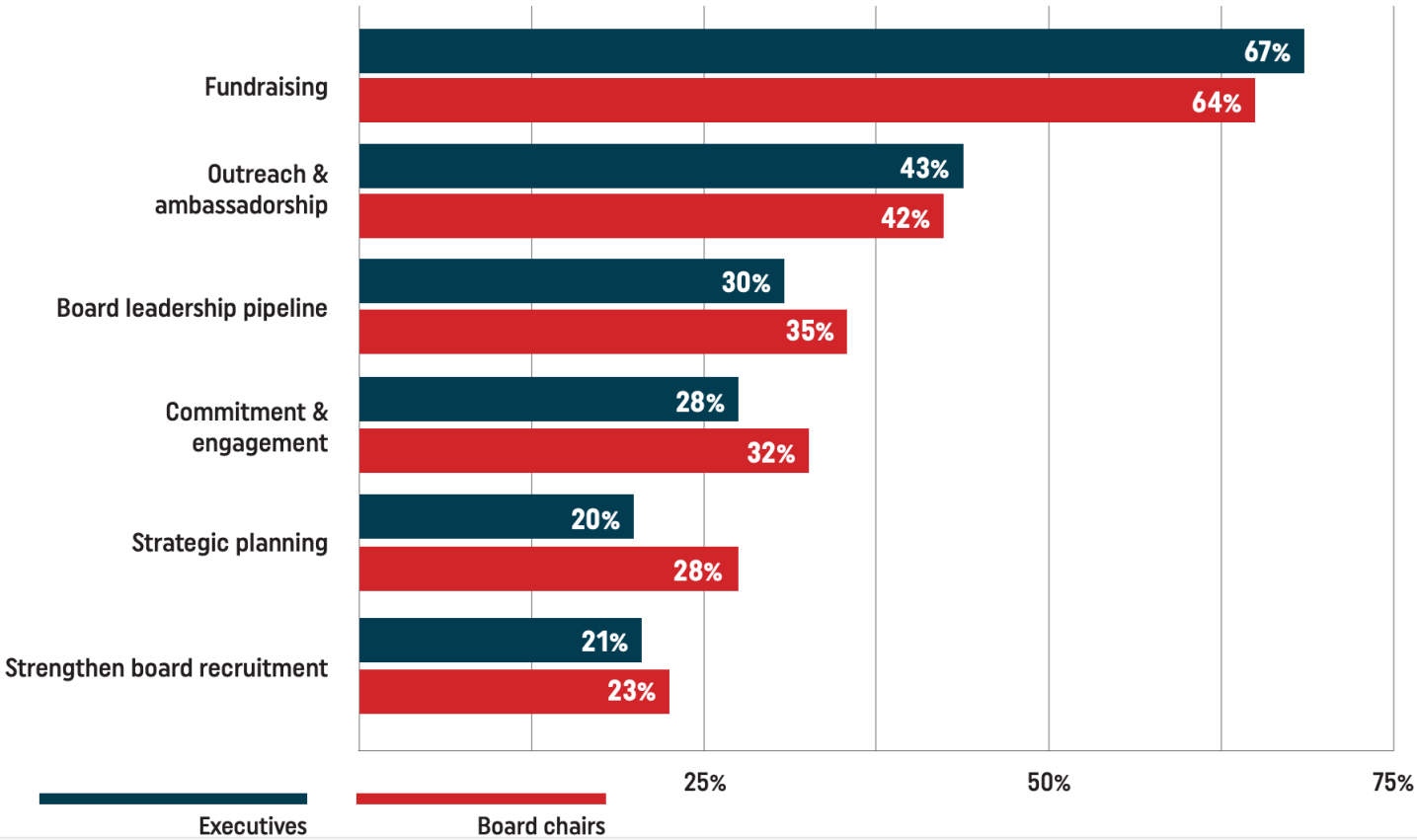
It really isn't that difficult to have a high-performing team and a culture of philanthropy.



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





Poll: Overall, how engaged is your board in fundraising?

- A. 100% totally engaged – yahoo!
- B. Most are engaged in some way.
- C. Less than half are engaged in a meaningful way.
- D. Board engaged? Bahaha!

Please answer in the chat area to the right!

How do you feel about your board's fundraising?

Overwhelmed
Out of time
Feeling alone

Plenty of money
No stress
The right people

Here's how to diffuse the tension with board members around fundraising.

Remember: It isn't about you, or them, or even the organization. It is about the population you serve.



Cindi's Story of Working with the YMCA



From frustration to calm, disarray to success

Start with Mindset

The change you want will require you to think differently...



#SuccessStartsWithMindset



First, change the mindset around fundraising.

1. Do you have unproductive assumptions about board members?
2. Do you believe you equip them with enough tools and education?
3. Do you only think about fundraising right before or after a campaign?

It is up to you to facilitate their success!

What are your board members' barriers to being more engaged in fundraising?

1. **Fear of rejection** – What if they say no?
2. **Competence** – They're willing, but don't know how to do it.
3. **Culture** – Talking about money isn't appropriate.
4. **Expectations** – Do they even know they're expected to raise money?
5. **Motivation** – Why do we need more money?



The Culture of Philanthropy

Everyone is an ambassador

Everyone can articulate case for giving.

Dev is valued as mission-aligned.

Systems are in place to support donors.

ED is committed and personally involved.

The Culture of Philanthropy hinges on *relationships*.

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change the words you use.**

Swap out these four words when you talk about fundraising:

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~~4. Fundraising~~ **PHILANTHROPY**

Practice the new vocabulary and role play.

“I’m so excited about this amazing opportunity we have! I’d like to **invite** you to join me and **invest** in the kids in our community”



Expect Some Resistance

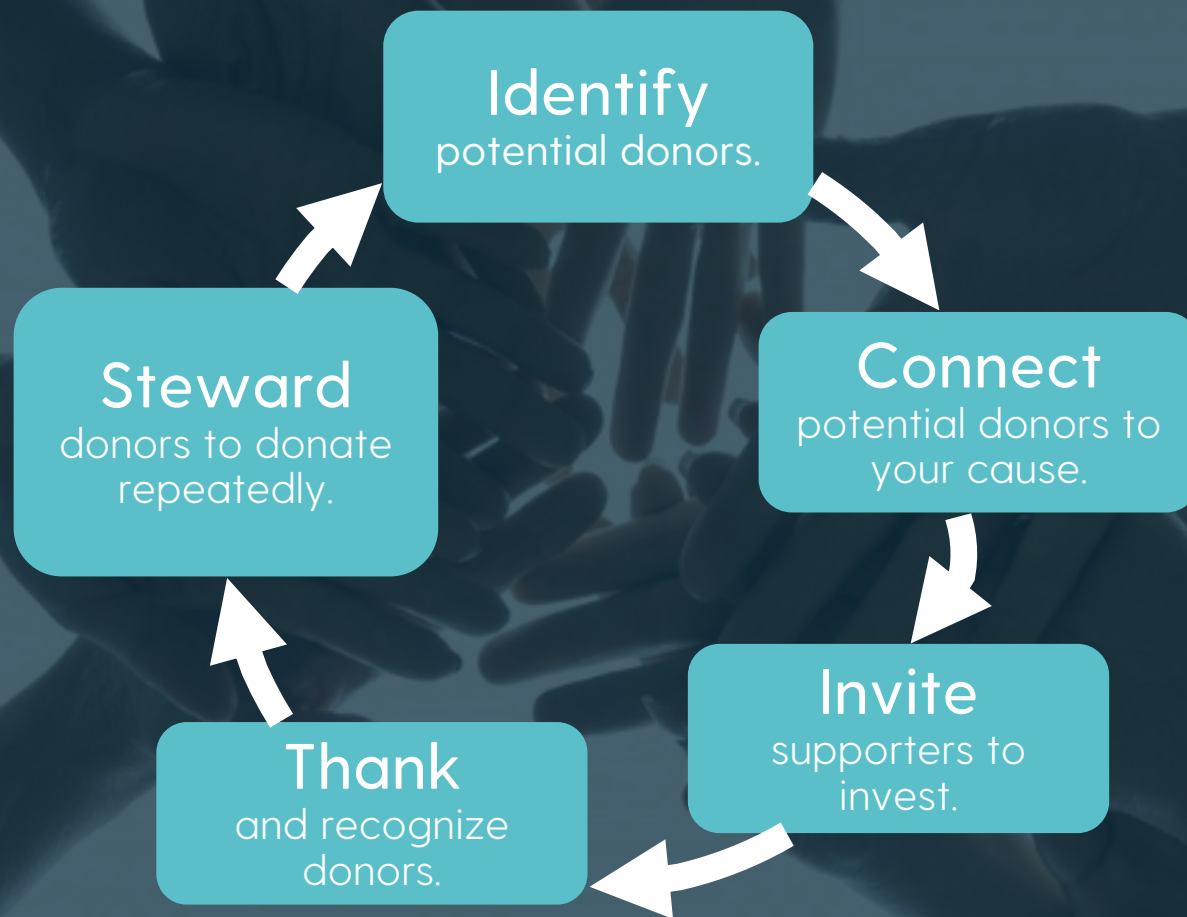
Enroll some champions

Peer-to-peer influence
is powerful

You're not in this alone!



Remind board members about the cycle of philanthropy.



Segment: Your Board can participate at any stage.



Expand your team of ambassadors- people who will tell the community about your good work.

Think about “Who cares?”

1. Donors
2. Volunteers
3. Employees
4. Social Media Ambassadors (be sure to equip them with verbiage and goals)





Measure What Matters

- Number of Ambassadors
- Number of New Donors
- How many new contacts were made
- Retention rate of donors
- Growth of average individual donation

To recap, culture change is a continual process of the following:

- Focus on the mission, not the money.
- Adjust your mindset.
- Educate on language and story.
- Enlist a few champions on your board.
- Segment board into Cycle of Philanthropy.
- Find as many ambassadors as you can!
- Celebrate and measure what matters.

Coming Up Next at  boardable



Kim Donahue,
Nonprofit Governance Expert

Starting a Nonprofit Board with Boardable's Nonprofit Governance Coach: Kim Donahue

- Learn where to look for great board members
- Find out what to keep in mind when selecting candidates
- Get the best onboarding advice for new board members

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.

An overhead view of a meeting table with several people sitting around it. There are laptops, tablets, papers, and coffee cups on the table. The image is dimmed to serve as a background for the text.

Thank you for joining us!

Watch for a replay email soon.

Visit us at www.boardable.com

Visit Cindi Phallen at: <https://possibility-cp.com>

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