



Many nonprofits have a hard time getting their Board members to fundraise for the organization. On highly performing, each Board member is asked to consider what they will do to raise money as part of the organization's yearly fundraising efforts and to put their commitment in writing. This way, the Board Fundraising Committee can hold each Board member accountable – and, in turn, can forecast what Board members will need from Board leadership and staff to support their efforts.

This sample is based on activities that this organization's leadership has already decided to pursue. By creating these commitments in the context of activities the organizational leadership has determined will be most beneficial, an organization can avoid having four Board members decide to host house parties while no-one volunteers to go with the Executive Director on 1-1 visits (when 1-1 visits are an organizational priority for the year). Note the sections on setting a yearly goal and determining the staff support needed for the Board member's efforts.

Board Member Fundraising Commitment

Between now and June 30, I, _____, commit to the following fundraising activities:

_____ Directly (1-1) asking _____ (#) individuals for significant contributions (in the range of \$ _____ to \$ _____).

- I will ask _____ (#) of these prospects from my own circle of acquaintances.
- I will ask _____ (#) of these prospects from a list supplied to me.

_____ Sending out _____ (#) solicitation letters for NCS to my own personal contacts during the agency's annual mailing, including writing personal notes on all, and following up by phone with _____ (#) letters per mailing.

_____ Hosting/Co-hosting (circle one) _____ (#) of house parties at my home/at someone else's home (circle one). I will invite _____ (#) of people to this house party with the intent of getting _____ (#) people to actually attend.

_____ Targeting _____ (#) personal friends/colleagues who might be interested in the agency if they knew more about it. How can we get them more involved? _____

_____ Inviting _____ (#) people I think could help the agency (money, things, access) to "cultivation/visibility" events (like the program opening reception).

_____ Sending out _____ (#) newsletters with a personal note (twice a year).

_____ Helping to write and produce the newsletter, press releases, and other publicity materials.

_____ Soliciting _____ (#) Journal Greetings once a year.

_____ Soliciting _____ (#) local stores for a "Friends of NCS" Campaign.

_____ Spearheading the Corporate Council, including recruiting _____ (#) new members and developing and implementing strategies to stay in touch with existing members and get the most out of them.

_____ Serving on the Board committee which liaisons with the Corporate Council. This could involve attending Corporate Council luncheons or other meetings, speaking with business people about NCS, attending meetings such as the Chamber of Commerce or other trade associations to talk up NCS.

_____ Developing a Parents Council of parent volunteers and supporters to solicit other parents. This could involve designing strategies to involve parents in NCS fundraising, speaking with parent volunteers, attending parent meetings to talk about NCS' needs, etc.

_____ Providing administrative support to NCS' fundraising efforts such as envelope-stuffing, event-planning, etc.

_____ Making contributions to NCS in memory of/in honor of a friend and encouraging _____ (#) friends to do the same.

_____ Remembering NCS in my will and suggesting that _____ (#) friends do the same.

_____ Serving on the Board Fundraising Committee.

_____ Finding _____ (#) new members for the fundraising committee.

Other fundraising commitments I would like to make are:

I am comfortable setting the following dollar goal for myself to raise: _____.

I UNDERSTAND THAT I AM ALSO EXPECTED TO GIVE AN ANNUAL PERSONAL DONATION OF AN AMOUNT THAT IS, FOR ME, A SUBSTANTIAL AND MEANINGFUL CONTRIBUTION.

I need the following types of staff support:

Activity

Staff Support Needed