

# UTILIZING VOLUNTEERS TO ENHANCE FUNDRAISING

TINA PALMER, M.A., CFRE

MINNESOTA INDEPENDENT SCHOOL FORUM

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# DEVELOPMENT COMMITTEE MEMBERS



- Who should be part of your committee?
- Current board members... or outside members?
- What is the criteria?

# BUILDING A DEVELOPMENT COMMITTEE

- What is the purpose?
- Establishing a committee charter or job description



## ITEMS TO INCLUDE IN YOUR CHARTER

- Ideal qualifications for committee members
- Specific activities the committee will be asked to perform
- Meeting times, length and location
- Anticipated time commitment each month
- Term limits (please have them!!)

# RESPONSIBILITY OF A DEVELOPMENT COMMITTEE

- Recommending the Development budget for approval by the BoD
- Monitoring the Development dashboard and work plan
- Approving the Gift Acceptance Policy and reviewing on an annual basis
- Approving and monitoring the BoD Giving Campaign
- **Giving .... And GETTING!**



# EDUCATE YOUR VOLUNTEERS

- Hold a “prep” session to educate your volunteers
  - Review findings from Giving USA – where do gifts typically originate (individuals, foundations, corporations and bequests)
  - How does your organization match up to these numbers?
  - Breakdown your individuals and organizational donors
  - Describe your fundraising goals for the year
  - Briefly describe the fundraising activities you to implement to meet those goals
  - Outline how board members can be helpful

# HOW CAN VOLUNTEERS BE HELPFUL IN RAISING FUNDS?



- Corporate and Foundation assistance
- Events
- Technical advice
- Donor meetings
- Solicitation calls
- Debriefing fundraising events
- Opening doors

# DONOR STEWARDSHIP... HOW YOUR VOLUNTEERS CAN BE HELPFUL

- Donor thank you calls and notes – for both individuals AND business/foundation donors
- Assistance in reviewing and writing newsletters
- Assisting at donor/fundraising events





# WHAT DO VOLUNTEERS FIND MOST REWARDING ABOUT THEIR ROLE IN FUNDRAISING?



- Helping create successful events
- Seeing positive year-end results
- Making connections for the organization
- Helping with REAL challenges
- Donor stewardship.... They LOVE this!!

# WHAT DO VOLUNTEERS HATE???

- Being asked to participate only to ask friends for gifts
- “Rubber-stamping” materials for the Board of Directors



# HELPFUL RESOURCES

# Q & A