

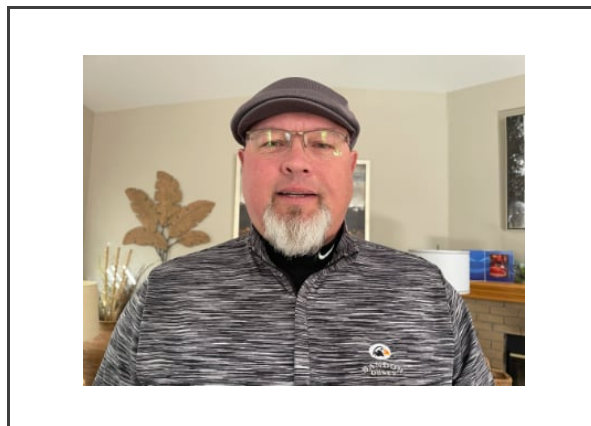


MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip September 4-8, 2023

Get your board involved!



Critical keys to unlock your board's potential to ask for gifts, major or otherwise

Set Clear Expectations:

In your recruitment and early training, was it clearly expressed that fundraising was a critical component of a board member's role? As an Executive Director, I typically used what I titled, Get it, Give it, and "Help Me Go Get it". Yeah, crude, but it makes the point and gives flexibility for who they are and what they might be most gifted at. By the way, I also made it clear that our hope, based on their passion for our ministry, might lead them to consider engaging in more than just one of the 3G's above.

Reinforce Those Expectations:

Use a simple board job description along with a commitment form (see below), that leaves no doubt as to their commitment. Additionally, make sure there is a consistent agenda item for each board member, allowing for a report or better yet, the latest board member success story in this arena.

Train Them Well, Train Them Regularly:

Provide comprehensive onboarding training, micro-trainings (each month at the board meeting?), and annual training for all board members. This includes a new board member packet, a new board member mentor (another senior board member), and an annual retreat for all board members; the retreat includes time for new training elements, renewed training (safety, insurance compliance issues, etc.), as well as some strategic planning time. Make sure and create a training calendar for the year.

[Job Description & Commitment Form](#)

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