OPTIMIZING YOUR BOARD’S FUNDRAISING EFFECTIVENESS

JUNE 10, 2016: 4:30 - 5:30 PM

2016 LEAGUE OF AMERICAN ORCHESTRAS NATIONAL CONFERENCE
Mr. Hogle, one of the League’s most frequent Conference presenters and a thought leader in the field, will discuss and highlight how to get board members engaged in the relationship building process, overcome fear and discomfort, use trustees as ambassadors and advocates, demystify the roles trustees can play, introduce the cycle of engagement / moves management, and answer questions
SESSION OBJECTIVES

Practical ideas on...

• Demystifying your role in fundraising
• The cycle of engagement & moves management
• How to get engaged in the relationship building process overcome fear and discomfort
• How to be an ambassador and advocate

And take your questions!
DEMYSTIFYING YOUR ROLE IN FUNDRAISING

The two dimensions of service for a non-profit board member are

- ______________dimension
- ___________ ____________dimension
DEMYSTIFYING YOUR ROLE IN FUNDRAISING

The four work streams of a non-profit board member are:

- Belief in the ________________
- Advocacy, ________________, and connections
- Vision & ________________
- ________________ provision & generation
DEMystifying your role in fundraising

In a university or college, the principal fundraiser(s) is:

- The ________________

In the American symphony orchestra, the principal fundraiser(s) is:

- The ________________
The business model of the American orchestra is built on ____% earned incomes and ____% from contributions & grants

- At the largest American orchestras, that ratio is ____% from earned revenues and ____% in contributed revenue
To fulfill the “Direct Service” role of being a board member, you must fundraise.
THE CYCLE OF ENGAGEMENT/MOVES MANAGEMENT

Adapted from High Impact Philanthropy
Kay Sprinkel Grace, Alan Wendroff

TRANSACTIONAL BELL CURVE: THE WAY WE ACQUIRE DONORS
PAUL’S REQUIREMENTS OF SUCCESSFULLY GETTING TO AND MAKING A FUNDRAISING SOLICITATION

- Pursue credible prospects
- Send the right person
- Send the right person at the right time
- Send the right person at the right time and ask for the right amount
- Send the right person at the right time; ask for the right amount for the right gift purpose

- Develop a written prospect strategy
- Script the phone call to request the meeting as well as the meeting itself
- Be clear about your pitch – mission, goals, impact, and metrics
- Listen more than talk

Ask for a specific amount
HOW TO GET ENGAGED IN THE RELATIONSHIP BUILDING PROCESS: PAUL’S PHIVE PREMISES

5 Ways to engage a prospective donor

- Cold call
- Leveraged introduction
- Informational interview
- Gathering of the like-minded
- Planned serendipity
BEING AN AMBASSADOR AND ADVOCATE

Five essentials

• Make the absolute largest, personal contribution you can afford
• Attend performances very regularly
• Get to know 3 musicians very well
• After you have attended a few performances, and gotten to know one musician, bring another couple to a concert
• Ask another individual to join you as a donor – practice making your pitch
LOW-MARGIN ACTIVITIES

On-line ______________/ “e” ______________

Pursuing ______________  ______________without a truly unique program

Stuffing ______________  ______________ with donation envelopes

Mistaking ______________  ______________and large-group speeches for fundraising

Allowing ______________ and ______________to masquerade as relationship building or “outreach”

______________raising

We need ______________  ______________.
The annual fund is not ________________________________;
___________________________________________________________________

Great Board members...

- ...are generously-cheerful ________________ and proudly-relentless ________________
- ...always do what they ________________ and say what they ________________
- ...view concerts and meetings as ________________ ________________ rather than one more ________________

And remember: ________________ is not a ________________.
YOUR QUESTIONS