



THREE KEYS TO IMPROVING YOUR BOARD'S FUNDRAISING PERFORMANCE

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Jean Haynes Consulting, LLC

Aspiration: A Culture of Philanthropy

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- ❑ Philanthropy is critical
- ❑ Everyone an ambassador
- ❑ Donor-centric focus

Reality: A Vicious Cycle

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- **75%** of Executive Directors: board members aren't doing enough
- **50%** of Development Directors: plan to leave in 2 years or less
- Board members: fundraising is our weakest area



UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising, CompassPoint and Haas, Jr. Fund BoardSource Governance Index 2010

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Start with Why

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Agenda

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- Three keys to increasing board investment in fundraising:
 - Educate
 - Engage
 - Empower

I. Educate: Board and Staff Roles

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- ❑ Collective board: direction, oversight, resources
- ❑ Individual members: champion, give, build relationships
- ❑ Staff: catalyst facilitating the work of the board



Team work yields the best results!

Reference: BoardSource

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I. Educate: Fundraising Myths

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It's all about the money (and it's really someone else's job!)



Cold Calling



Begging

I. Educate: Meaningful Lessons

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- ❑ Recruiting conversations
- ❑ Orientation
- ❑ Ongoing learning

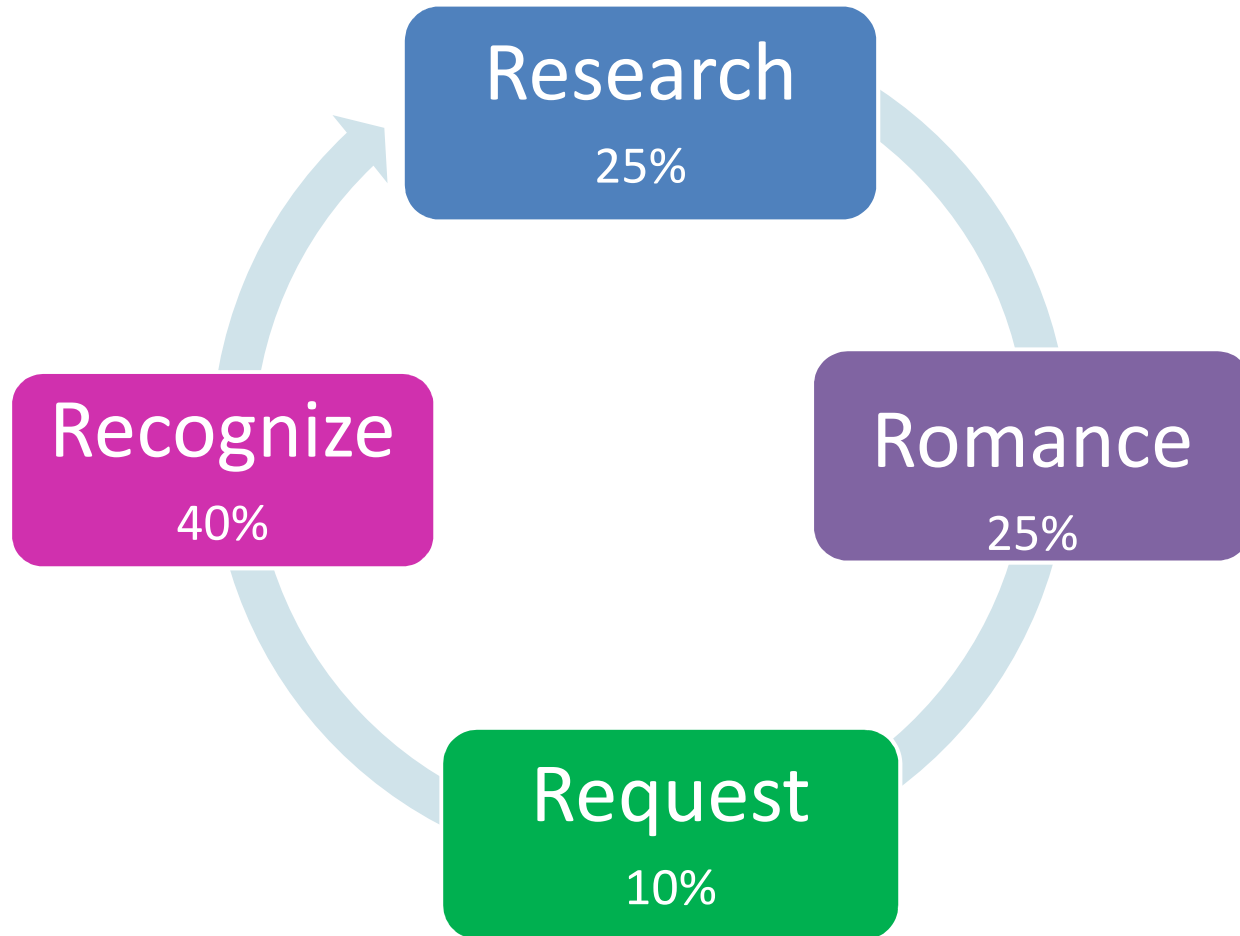


Tool

- ❑ Board education plan

II. Engage: Relationship Building

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II. Engage: Start Simple

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Board thank you calls within 24 hours increased giving:

+39% 5 months later

+42% 14 months later

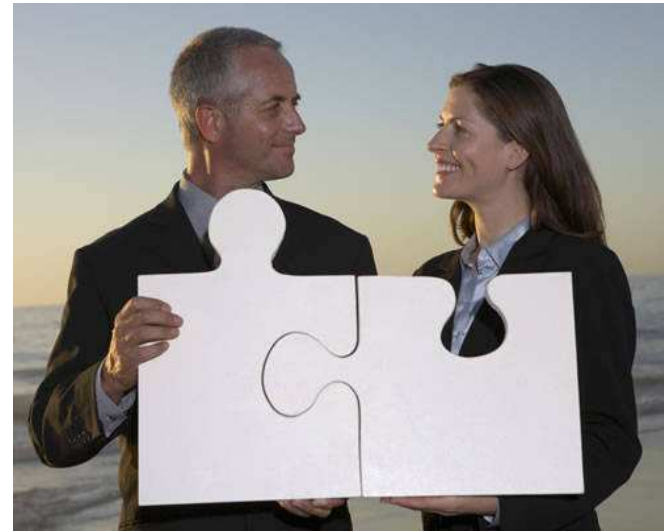
Source: Penelope Burk, *Donor-Centered Fundraising*

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II. Engage: Make a Match

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- Vary opportunities
- Let them choose
- Provide support



Tool

- Board participation sheet

III. Empower: Think About Mindset

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Optimism and Energy



Abundance

Gloom and Doom



Scarcity

III. Empower: Recognize Progress

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- ❑ Measure progress many ways
- ❑ Hear from different voices

III. Empower: Celebrate Success

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- ❑ Celebrate milestones
- ❑ Thank often
- ❑ Keep energy high

Tool

- ❑ Culture assessment



3 Keys to a Powerful Partnership

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Grow Your Culture of Philanthropy

- Educate
 - ▣ Education plan
- Engage
 - ▣ Participation sheet
- Empower
 - ▣ Culture assessment



About Jean Haynes

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Jean Haynes provides strategies to nonprofit leaders in fund development, board governance, planning, and communications. She helps each client organization build a culture of philanthropy rooted in strong collaboration between the executive leader, board of directors, and development staff.

Jean brings over 20 years of professional experience in fund development, consulting, and communications. She tests, designs, and directs capital and annual campaigns with goals ranging from \$150 thousand to \$100 million. Her programs boost donor engagement and retention and ensure continuous progress towards goals.

Prior to starting her own firm, Jean served as a Senior Consultant at Graham-Pelton Consulting, Inc. She has also held fundraising positions at Fairfield University, St. Luke's School, and Whitby School. Earlier in her career, Jean worked in corporate advertising and business development roles serving Fortune 500 companies.

Jean holds an MBA in Marketing from Farleigh Dickinson University and a BA in English from the College of the Holy Cross. She is a Certified Fundraising Executive (CFRE) and a BoardSource Certified Governance Trainer (CGT). Jean is a member of the Association of Philanthropic Counsel (APC) and the Association of Fundraising Professionals (AFP). She also speaks to professional groups and conducts fundraising and communications workshops.

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With Appreciation

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