

The Board's Role: Ensure Adequate Resources to Carry Out the Organization's Mission

- **Adopt policies and plans to guide fund development**
- **Adopt a fund development budget annually**
- **Give annually a contribution that is meaningful according to his/her personal means**
- **Work with the chief executive and development staff to raise funds from the community.**

Examples of Fund Development Policies

- Fund Raising Code of Ethics
- Relationships with donors: Respectful communications, respect for privacy, confidentiality, transparency, acknowledgment, adherence to the Donor Bill of Rights, etc.
- Gift Acceptance Policy
- Use of third-party fundraisers or consultants
- Collaborative fund raising activities with other organizations
- Use of volunteers in fund development

How can/should the Board be involved in Fund Development?

1. Adopt policies that provide an ethical framework for fund development and that ensure the integrity and effectiveness of the organization.
2. Participate actively in the creation of the fund development plan.
3. Make a commitment early in the year regarding the amount that you will contribute.
4. Be a passionate advocate for the organization and its mission.
5. Identify new prospects and opportunities for fundraising.
6. In partnership with staff, identify and cultivate high-net-worth donor.
7. Make introductions to potential individual or corporate sponsors.
8. Host special meetings or events.
9. Accompany the executive director to key meetings with potential donors.

It is important to recognize that not all board members are experienced or comfortable fundraisers. Board and staff leaders should work with each Board member to identify the ways she or he can be most effective in bringing resources and people to the organization. Consider offering training sessions to increase your boards' capacity and comfort level. However, actual interaction with donors is often the most effective way for Board members to become comfortable with the fund development process.