



SAMPLE: Board Fundraising Activities

Please choose one or more of the following fundraising activities that you will commit to completing. You may of course choose more than one if you wish! You have the opportunity to receive training and support from staff and members of the development committee for any of these activities.

Host a house party

Description: A house party is an opportunity to bring together friends who may have no current connection to (organization) for a mostly-social evening that will also include a fundraising pitch. Typically 10-25 people attend (depending on how much space you have in your home), and there is no obligation to donate, but guests should know that they will be asked to contribute.

You are responsible for: Inviting your friends; providing refreshments; giving a short 5-10 minute pitch and a fundraising ask; following up with and thanking your guests.

Time commitment: 3-4 hours the day of the party; 4-5 hours to prepare and follow-up.

Ask five friends to give

Description: Think of five people you know who you feel would consider giving to (organization) if asked. By phone, mail, email, or (preferably) in person, ask them to give a donation.

You are responsible for: Identifying friends, family or colleagues who would consider contributing to (organization) if asked; asking them to give; following up with a thank you note and periodic updates.

Time commitment: 10-15 hours over the course of the year.

Make thank you calls to donors

Description: A person is much more likely to continue supporting an organization if they receive a personal thank you soon after their donation. Each month, make thank you calls to the people who contributed in the previous month. You will be provided with donor names and a sample script.

You are responsible for: Calling each donor from the previous month to thank them for their gift.

Time commitment: One hour per month.

Go on cultivation visits with past or prospective donors

Description: People who have donated to (organization) already, or who we would like to ask for a major gift in the future, should have the opportunity to periodically meet with a board member. These get-togethers are an opportunity for (organization) to learn about individual supporters and for supporters to learn more about us. You may go on visits by yourself or with another member of the board or a staff person.

You are responsible for: Contacting the donors or prospects assigned to you to schedule a time to meet; going to visit with the donor or prospect.

Time commitment: 3-4 hours per donor per year.

Go on “Ask Visits” with past or prospective donors

Description: Ideally, each major gift we ask for should be requested in person. Working with lists of donors provided by (organization), schedule times to meet with donors or prospects and ask them to contribute. (You can receive training in advance on making a major gift ask.)

You are responsible for: Working with any (organization) members with a previous connection to the donor or prospect; scheduling a time to meet; asking for a major gift; following up with a thank you; relaying any relevant information to the appropriate (organization) staff.

Time commitment: 3-4 hours per donor per year.

Stuff envelopes for the year-end mailing

Description: December is the most popular time for charitable giving, so (organization) will work to organize a year-end fundraising mailing. Working with other board members and volunteers, you will help to fold, stuff and hand-address envelopes.

You are responsible for: Participating in the envelope stuffing event.

Time commitment: 3-4 hours.

Contribute twenty names to the year-end mailing

Description: You may have personal contacts who you would like to ask to contribute but who live too far away for you to ask in person, who you feel would respond best to a letter, or who you do not feel comfortable asking yourself. You may add these people to the year-end fundraising letter list.

You are responsible for: Providing names and addresses of your contacts to the mailing organizer by the mailing deadline.

Time commitment: 1-2 hours.