

Building A Fundraising Board: From Expectations to Action

Catherine Heitz New, CEO



About RSC Associates

- Focused on **fundraising for arts and culture**
- Worked with over **175 arts organizations** in more than **125 markets**
- Coached **7,500+ volunteers and staff members** to raise more money



About RSC Associates



The Board's UNIQUE VALUE

Passionate Belief in the Mission, Vision, & Values

Job one of successfully serving on the Board is possessing an intellectual and emotional alignment with the institution's strategic direction as expressed by the Mission, Vision, and Values

Resource Provision & Generation

One of the fundamental responsibilities of any nonprofit Board is to ensure significant financial resources. Board members will be asked to provide and secure adequate resources required to fulfill the mission



Advocacy, Engagement, & Connections

Board members who embody these qualities are champions on behalf of the institution, and will connect the organization across the fabric of the community's business, social, neighborhood, educational, or political networks

Vision & Strategy

A Board member must be able to think on behalf of the organization in the context of its Vision, strategy, and resources (asset optimization)



“

“Not every Board member should be involved in the ACT of fundraising, but every Board member should be involved in the PROCESS of fundraising.”

– *Bob Swaney, Founder of RSC Associates*



Let's Build a Fundraising Board

Take a quick review of the Board using the “*ONLY do what ONLY YOU can do*” filter:



What should **ALL** Board members do?



What should the Development Committee do?

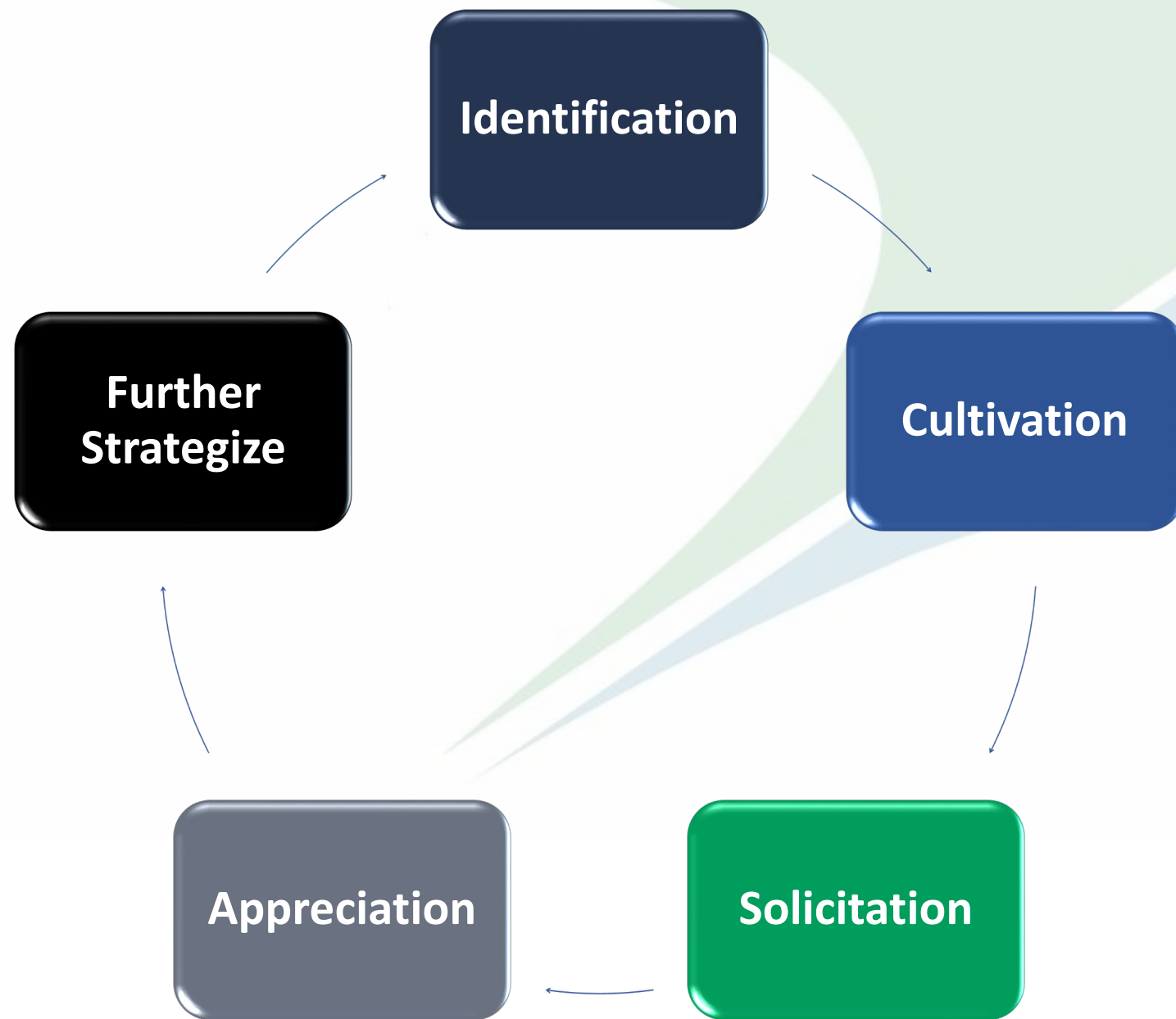


High-Performing Development Committee

The core group of fundraisers:

- 1. Raise money via direct Asking**
2. Vet fundraising opportunities
3. Equip Board members and volunteers to act as relationship cultivators / stewards
4. Interact with the Executive and Finance Committees of the Board
- 5. Make the goal!**





Board ACTIONS that = RESULTS

CULTIVATE new / upgrade prospects. Here's how:



1. Create and use an ever-growing list of opportunities



2. Map prospects from where they are to where you want them to be



3. Use all your resources



Board ACTIONS that = RESULTS

STEWARD current donors to deepen relationships. Here's how:



1. Create and participate in a regular system of stewardship



2. Serve as an Ambassador



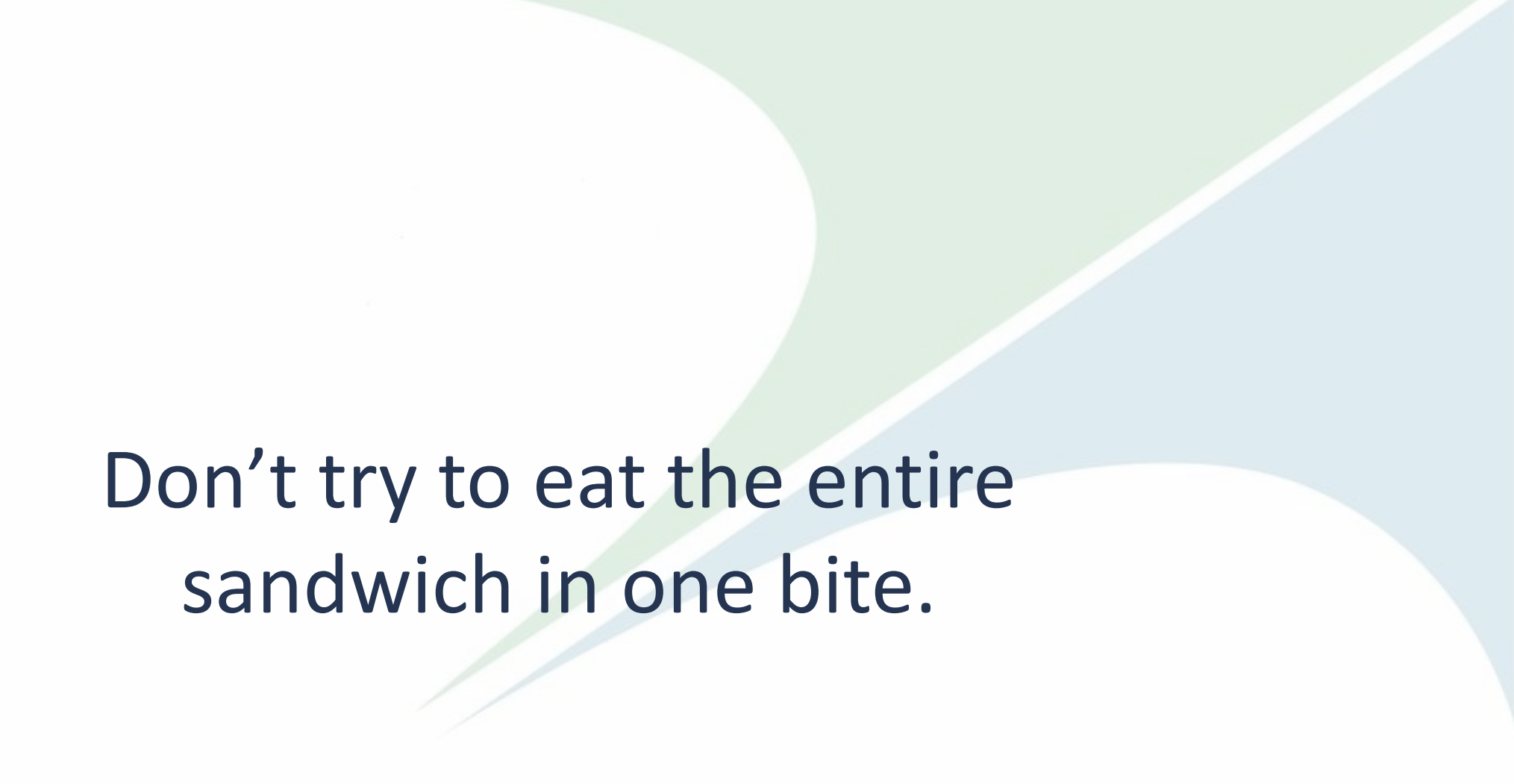
3. Be ready:

- *Three things to share*
- *Three things to ask*



Keys to Success





Don't try to eat the entire
sandwich in one bite.



Don't become a victim of the
bystander effect.



Focus on their Sphere of
Influence. *Forget the rest.*



Panel Conversation



“

“Donors don’t give to institutions. They invest in ideas and people in whom they believe.”

– *G.T. Smith*



Questions & Thank You!



Catherine Heitz New

cnew@rscrevenue.com

843.906.5512



RSCrevenue.com



Fundraising Growth Now!
Podcast

