NORTH TEXAS GIVING DAY
9.17.20
powered by COMMUNITIES FOUNDATION of TEXAS
TAKE 15: BOARD ENGAGEMENT
Agenda

I. Welcome
II. The importance of engaging board members
III. Key ways to leverage board members
IV. Resources
V. Closing Remarks
Why do nonprofits participate in North Texas Giving Day?

• Raise money efficiently
• Gain exposure among new audiences
• Recruit volunteers
• Attract and retain new donors
• Increase brand visibility
• Test new fundraising ideas
• Be a part of something bigger
Board Member Roles and Responsibilities

• Participate in fundraising efforts
• Advocate for programs and services
• Be a brand ambassador in the community
• Spread the word about the mission
• Volunteer time
• Recruit new stakeholders
Key Ways to Engage Board Members

1. Give (Financial and/or in-kind)
GIVE: Give or Get

- 100% Board Give or Get
- Give personally via northtexasgivingday.org
- Secure donation(s) from outside individuals, foundations, businesses
GIVE: Time and Expertise

• Serve on North Texas Giving Day Committee
• Assist with overall campaign strategy
• Social media, email messaging, virtual event
GIVE: Serve as a matching fund donor

Individual board member or entire board of directors can provide a matching fund to further fundraising success.
GIVE: FUNdraising Pages

• Individual board member or entire board of directors set up FUNdraising pages

• Pro Tip! Staff can even set up FUNdraising pages on behalf of board members
Key Ways to Engage Board Members

1. Give (Financial and/or in-kind)
2. Spread the Word
SPREAD THE WORD: Email Signature

Save The Date!
9.17.20

DONAR AHORA

Countdown to North Texas Giving Day!
51 DAYS 15 HOURS 30 MINUTES 33 SECONDS

¡ANOTE LA FECHA!
9.17.20

GIVE NOW!
SPREAD THE WORD: Proactively Reach out to Donors

Personal calls to donors prior to Giving Day to connect, share and inspire
SPREAD THE WORD: Social Media

Ask Board Members to:

• Follow your organization’s social media accounts
• Like, comment and share posts
• Utilize Giving Day cover and profile photos
• Share their Why I Give story
Key Ways to Engage Board Members

1. Give (Financial and/or in-kind)
2. Spread the Word
3. Thank and Steward Donors
THANK AND STEWARD DONORS

Ask Board Members to:
• Make personal phone calls
• Send personal emails
• Write handwritten notes
Board Engagement Events

Networking event – Host a virtual happy hour during Scheduled Giving or on September 17th to bring board and their networks together!
Watch Party – host a virtual watch party and encourage your board members to join and invite friends, family and colleagues.
Have Questions?

• Check out the “Resources” section on the website under For Nonprofits
• Review the Board Member, Nonprofit and Marketing Toolkits
• Join the private nonprofit peer-to-peer Facebook group
• Review the Frequently Asked Questions section of the website
• Reach out to the team at NorthTexasGivingDay@cftexas.org
Key Dates!

- June 18 – Registration Opens
- June 18 – Kickoff
- June 23 – Take 15: Matching Funds
- July 7 – Social Media Training
- July 10 – Early Bird Perks Deadline
- July 14 – Graphics Basics and Editing
- July 21 – Take 15: Board Engagement
- July 28 – Take 15: Volunteer Strategy
- August 3 – FUNdraising Page Creation Opens
- August 4 – Take 15: FUNdraising Pages
- August 11 – How To Register
- August 17 – Registration Closes
- August 18 – Take 15: Donor Stewardship
- August 28* – Last Day to Edit Profiles
- September 1 – Early Giving Opens
- September 1 – Take 15: Donor Report
- September 17 – North Texas Giving Day
- October 31 – Checks Emailed to Nonprofits

*August 28th is the last day to make content changes to your profile, but you CAN edit your overall fundraising goal, add a matching fund, and create FUNdraising pages all the way through September 17th.