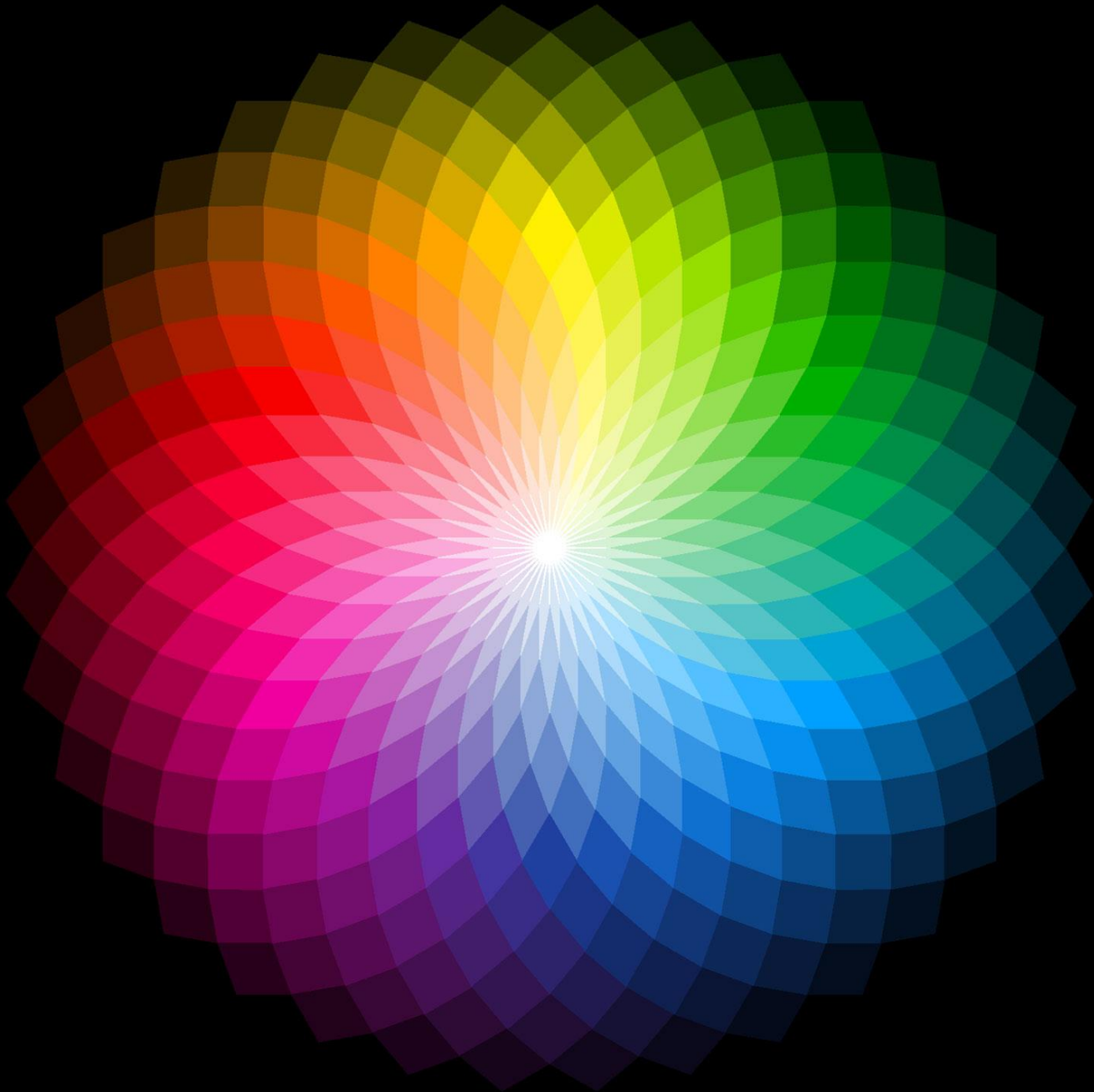




# The Fired-Up & Woke Fundraising Board

Christal M. Cherry



# Question

What color describes how you  
are feeling right now?



# About Me

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Trained Fundraiser  
Board Consultant  
Board Member  
Volunteer/Donor  
Super Mom  
Native New Yorker  
Snickers Groupie  
Purple Lover  
John Legend Fan





- The average size of a nonprofit board in the United States is 10
- 90% of Board Chairs are White
- Bylaws should be revisited every 5 years
- Women-heavy boards raise more money
- Who your board chooses to serve as the Board Chair is one of the most important decisions they can make



# Who's At The Top Matters

- A strong CEO/Board should have made a public statement about where the organization stands post pandemic.
- The statement should be transparent and include how operations has been restored now that the in-person band is lifted.
- It should be clear that your fundraising team is being supported.
- It can also include how the board stepped up to support the organization during the crisis.
- The ED/ CEO should have briefed high net worth donors in your database about the steps they took to care for staff and constituents and how the organization has recovered.
- By now, the Board Chair should have addressed the board about adopting policies to ensure the board environment is diverse and inclusive

# Unconscious Bias

Unconscious bias is the attitudes or stereotypes that people attribute to another person or group that affect how they understand and engage with them. What makes **biases** “bad” is a **lack of awareness** regarding how they influence our decisions in everyday life but also about hiring staff, recruiting board members, engaging donors, and securing funding from foundations.



# Unconscious Bias



## Unconscious Bias and Asking for Support

When board members ask for support, unconscious bias can affect their relationships with staff, other board members, volunteers, and existing and potential donors.

# Bias Check for Board Members

- Do they miss cues that indicate desire and capacity but are also unaware of a donors' cultural reluctance to discuss money with a stranger?
- Do they meet potential donors and ask questions with prejudice because of their instinctual prediction of the answers?.... Not keeping an open mind
- Do they use language that is particular to their own upbringing and culture that may not have universal use?
- Do they post photos of clients or donors who only represent one ethnic group?
- Do they promote a culture where staff and board members can self-identify when it comes to race and ethnicity?
- Do they make assumptions about potential donors because of stereotypes/hearsay?

# Question

How many of you feel that for the first time in the last year diversity and inclusion has become a priority for your organization?



# Build An Inclusive Board Culture

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- Conduct an orientation that includes committee assignments, opportunities to share ideas, and make recommendations
- Use language that is inclusive
- Avoid discussions that talk about home/boat size/personal investments
- Create a Buddy System – to pair up to learn nuances about the board's culture
- Plan a Day of Service – volunteer together
- Celebrate cultural holidays and events
- Create a culture where difference is accepted and celebrated



The background of the slide features several large, colorful Chinese lanterns. A prominent blue lantern in the center has the red Chinese characters '慶祝衛塞' (Celebrate Vesak) written on it. To its left, a red lantern features a yellow figure. Below the blue lantern, a pink vertical banner contains the text '楊亞妹 沈洛瑄' (Yang Yamei, Shen Luoxuan). To the right of the blue lantern, another pink banner has the text '沈國華 陳美玲' (Shen Guohua, Chen Meiling). Other lanterns in orange and yellow are visible in the background, some with similar '衛塞' (Vesak) text.

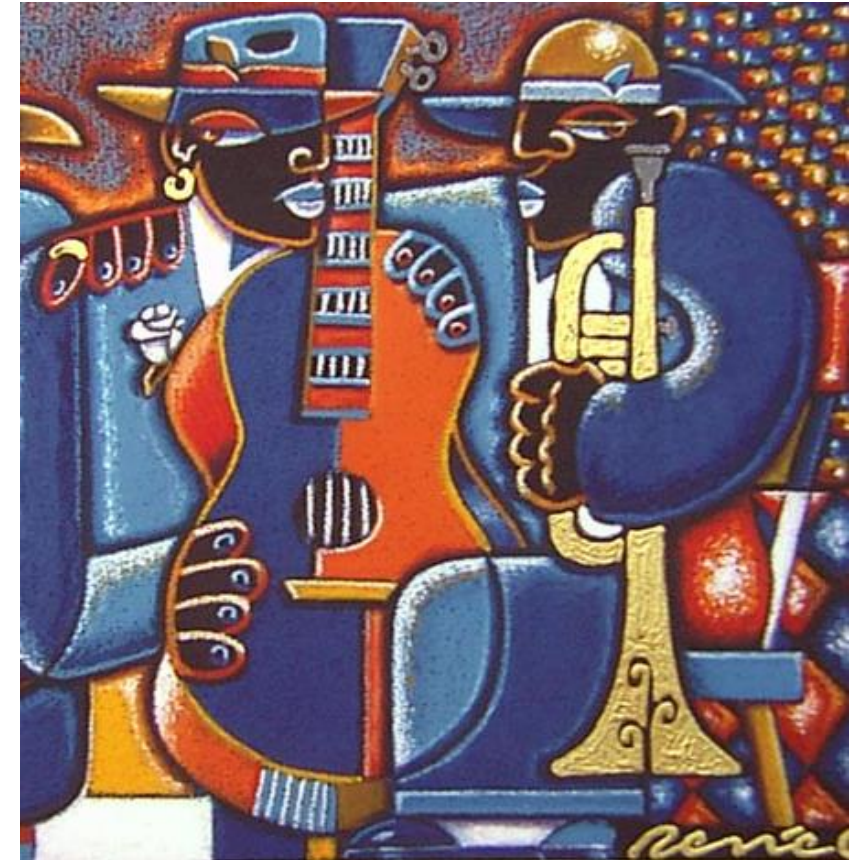
# Giving Habits and Attitudes of Asian Donors

- 60% of donors are female
- 40% have a college degree
- 43% have a post graduate degree
- Most technologically connected and willing to use alternate giving channels
- Plan and research giving in advance
- Emergency relief is a great motivation for giving
- Give to health (36%) and children's organizations (35%)

# GIVING HABITS AND ATTITUDES AFRICAN AMERICANS

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- 14% of US millionaires with \$1 million dollars of cash on hand are people of color
- Two thirds of African American households give to charity and yet 48% report household incomes below \$50k per year.
- More than 30% give because of family tradition and to support their unique heritage and tradition
- 41% report plans to increase their giving in the next 3-5 years.
- 45% support by participating in social events
- 49% have made donations at the check-out counter
- 64% give because of their faith
- Many give because of the trust relationship they have with the person asking.
- One in five say they would support more organizations if asked more often.



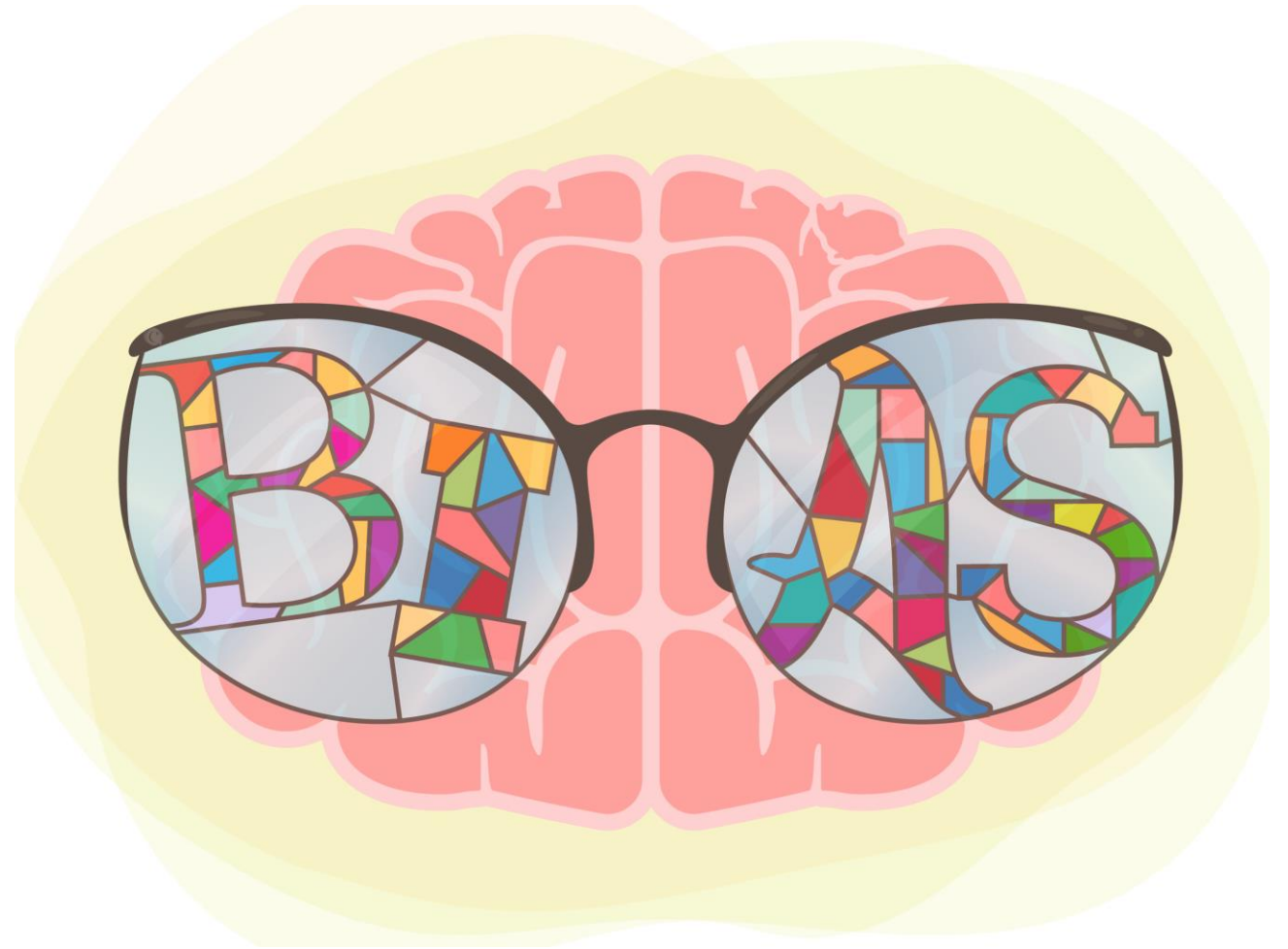


# Cultivating Latinx Donors

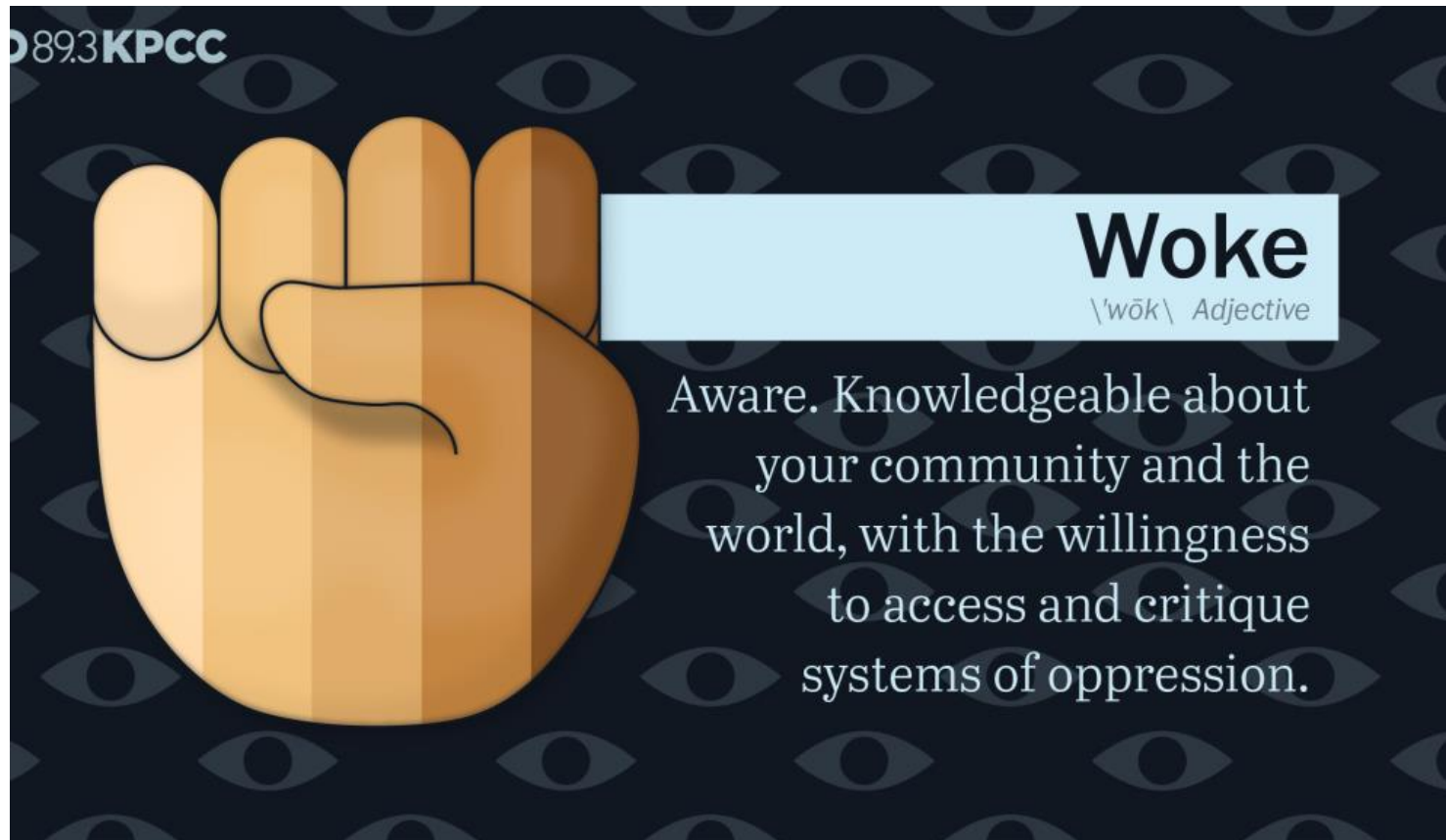
- Largest minority in the nation with more than 50 million Latinos in the United States, with projections to be 106 million by 2050
- Many nonprofits neglect Hispanic donors, which accounts for lack of participation in conventional forms of
- Hispanics are under-represented on nonprofit governing boards Data found national average Hispanic board representation was 3.5%
- 63% of Spanish speaking households gave to charity in 2015
- Blackbaud's 2015 *Diversity in Giving Study* found that Latino households primarily give to places of worship, children's charities, and health, but that the majority of giving is informal rather than directed to organized nonprofits.

# Board Member Challenge on Unconscious Bias

- Take the free, Harvard University's Project Implicit Test
- Select a test from a list of possible topics
- Input your personal data which will remain private and encrypted
- Leave your comfort zone and take a test that may make you uncomfortable
- Afterwards if you feel that unconscious bias training would benefit your board, please reach out to me at **hello@theboardpro.com**



# Woke Ready FR Boards



- Champions who are ready to do the work and invest significant time
- Are open to bringing peers along to learn about diverse donors and how to engage them
- Know that this work has to be in alignment with their nonprofit's broader culture, day-to-day work, and the communities they serve
- Work to create an environment that is not only representative of diverse board members, donor and volunteers, but truly inclusive
- Board members actively involved in requesting support from diverse donors

# Woke Fundraising Boards

Know that Donors of Color	Are Conscious of...
Have available cash to give	Stereotypes
Are generous	How we tell our clients stories
Are plentiful and not impossible to find	How we portray our clients
Are not homogeneous	Thoughtful about images they use

# Board Levers to Create Fired-Up + Woke Fundraisers

Awake	Woke	Work
Add a goal in the strategic plan to engage and increase donors of color in the nonprofit's database, representative of the community being served	Donor Engagement Task Force is formed on the board to partner with the Major Gifts Officer/Development team to create a pipeline of diverse donors and a stewardship plan to keep them engaged	Concrete and intentional efforts are made to reach more donors of color by reaching out to black churches, civic groups, fraternities/sororities, HBCUs, board members calling + writing thank you notes

# Question



Did your organization stick to the fundraising plan in 2020 or did you do something completely or somewhat different?

A photograph showing four hands of different skin tones raised in the air, palms facing forward. In the background, a large, out-of-focus blue United Nations logo is visible on a white surface. The text "Fundraising is Human!!" is superimposed in white over the center of the hands.

Fundraising is Human!!



# The Truth About Fundraising Today

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- Giving is up. And all signs are that it will remain up
- Donor fatigue is a myth – donors are not tired of giving
- If your organization invests in fundraising it will see solid returns
- New respect for digital strategies in the major gift world
- Fundraising continues to become more sophisticated
- Giving Days just keep getting stronger and stronger
- The face of philanthropy is changing

# More Fundraising Trends



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Virtual events are here to stay.

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Recurring giving will be more important than ever.

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Nonprofit and for-profit connections will continue to get stronger.

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You need to meet your supporters on their turf. Small donors excelled!

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Remaining nimble is now a strategic imperative.

# Giving USA 2021

- \$471 billion raised in 2020
- Individuals still the largest source for contributions @ 69%
- Corporate giving is shrinking. Nearly have is in-kind
- Nearly half of giving from foundations are family foundations
- Religion and faith-based organizations still leading the way @ 28%. Following are education @ 15% and Grantmaking foundations @ 12%
- 1.4 million nonprofits in the U.S.

# What's New in Fundraising

Donors giving less than \$250 came out in a huge way during the pandemic of 2020. Most impacted by economic instability, these donors outperformed major donors, giving \$1,000 or more.

Across the board donors came together during this crisis.



General Donor	Mid-Level Donor	Major Donor
Under \$250	\$250-\$499	\$1,000+
5.9% YTD	4.8% YTD	59.2% TYD
17.1% YTD Change	6.0% YTD Change	6.9% YTD Change

# Trust-Focused Relationships with Donors

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- Prioritize learning and listening. Equal relationships are a two-way street
- Be reliable and accountable. Following up demonstrates commitment to the relationship
- Perform tasks diligently and intentionally, show you can will not only complete tasks but will also go above and beyond to make that task meaningful and impactful. This is essential to building a strong sense of trust and loyalty.



# The Board's Fundraising Responsibilities

Define or clarify  
the mission

Support  
organizational  
sustainability

Identify strong  
leadership

Approve  
adequate  
budgets

Plan for the  
future of the  
organization

Be familiar with  
the overall  
fundraising plan

Participate in  
the fundraising  
process



# Question

For those of you who have 100% board giving, what did you do to encourage them to give?

# Board Member Fundraising Responsibilities

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- Make personal contributions
- Identify, evaluate, and cultivate prospects
- Attend face-to-face solicitations
- Write appeal letters
- Organize and attend special events
- Thank donors



# Role of the Development Committee



Lead board's participation in fundraising



Work with staff to implement the fundraising plan



Develop fundraising policies, plans, procedures, and schedules for board



Teach board members fundraising skills and techniques



Propose minimum board member contributions



Inform board members about ways to give, matching gifts, in kind, sponsorships



Lead the board's effort in identifying, cultivating, and approaching major donors



# Invite the Board to Get Active

- Write a compelling and urgent ask
- Make a phone call to thank a donor or volunteer
- Review a letter before it is sent and or author it
- Review a grant application
- Accompany the MGO on a donor visit
- Write a handwritten note
- Go with ED to client site

## Take the Fear Out of Fundraising

1. Change the language and the mindset
2. Tell success stories/give examples
3. Practice and role play
4. Provide tools and techniques

Before They  
Ask/Train  
Them

# Board Fundraising Tool Kit



- Know mission
- Case for support
- Annual report
- Know organization's budget/fundraising goals
- Have a compelling story/Points of Pride
- Practice making the ask
- Know how much you'll ask for
- Know who at the nonprofit can answer questions
- Make sure there is a "thank you" plan

# Points of Pride

- ABC has helped 250 more children in 2020
- Our volunteers love to spend their birthdays with our clients, 46 did this year
- Because of ABC, 37% of our clients earned college degrees
- The biggest impact ABC has made is reducing the recidivism rate of truants by 29%
- Google, AMEX, and Wells Fargo are just a few companies who sponsor our work
- By 2025, ABC will be positioned to house 100 more clients in our shelter



# Question



How many of you  
feel that your  
organization does a  
good job of sharing  
compelling stories  
with the board for  
them to share with  
their networks?

# Give Your Board Compelling Stories to Tell

- Our client Stacey found herself and 5-year old daughter, Zoe homeless and living in their car, after her husband, the primary breadwinner in their home was senselessly murdered.
- Stricken with grief and depression, she turned to friends who sheltered them for a while but soon she had no where else to go.
- After moving into our clean and safe family shelter, an assigned case manager worked with Stacey on her self esteem. They discussed healthy habits and managing her health, spending quality time with Zoe, and how she could move from part time to full time work with her company.
- After 6 months in our program, Stacey lost 18 lbs, landed a full-time position, and found an apartment in a quiet neighborhood.
- Today, a year later, Stacey has been promoted to a Director at her job, Zoe is on the honor roll, and Stacey is saving to buy a house.
- I serve on a board of an organization that believes giving people the wrap around services they need to become stable and successful is the best way to pour back into communities and save lives. Please help us to support more families like Stacey and Zoe.





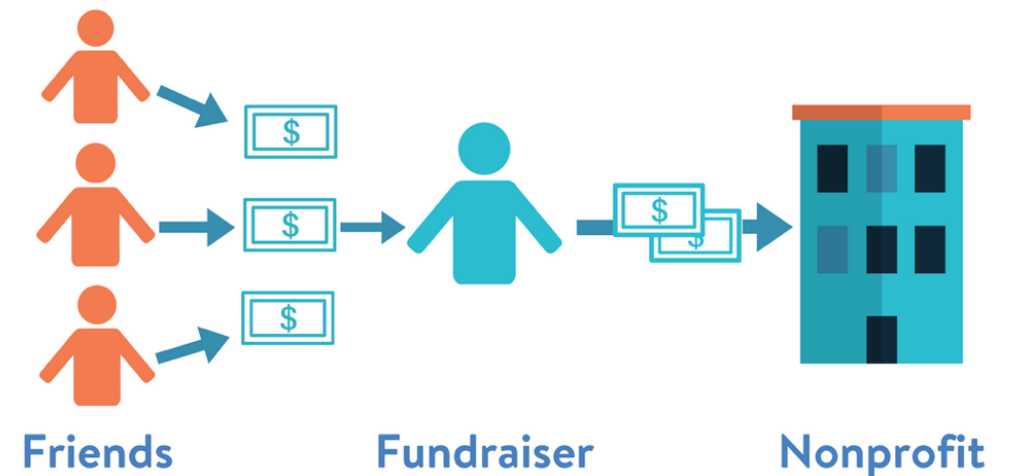
## Tips for Board Members Bold Enough To Ask

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- Make your ask as personal as possible
- Bring support documents (slide deck, brochure, annual report)
- Prepare a suggested ask (should reflect your donor's abilities and past donations) Aim high but be courteous
- Map out the conversation – anticipate rebuttals, highlight major points
- Create a back up plan – Expect a “NO” or a negotiation
- Know your next steps – You may need to confirm a donation, send more information, and or defer to another visit. Ask how they'd like to be engaged

# Peer to Peer Board Fundraising

- Board members ask on behalf of the organization...
- Another form of crowdfunding
- Board members can cast a wider net to raise \$\$ from more supporters
- Use life events to raise \$\$ for your mission (birthdays, anniversaries, etc.)
- Increase your personal buy-in
- Use social media as the primary way to communicate
- Enjoy the ease and fun



# Fundraising Requires Action



- Money is not raised; Individuals give it
- Money is not offered; One must ask for it (permission based – donor is in charge)
- Money does not come in; Someone must go get it

# Get Your Board Stoked About Fundraising

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- Be the first to sell 10 tickets
- Upgrade a donor to become a recurring monthly supporter
- Raise \$500 from five friends
- Get 7 new donors by Friday
- Ask 3 new people that you haven't asked yet to give today
- Have 5 friends share your page and say why they're rooting for you
- Walk every day- ask for sponsors
- Post a video of you sharing your testimony and then ask for \$100



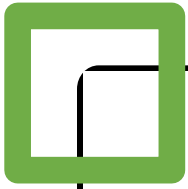


## Remember

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Donors trust us with the stewardship of their generosity.

Board members should be trained to be the best ambassadors and fundraisers they can be, with open minds, and a commitment to creating an inclusive culture of philanthropy.



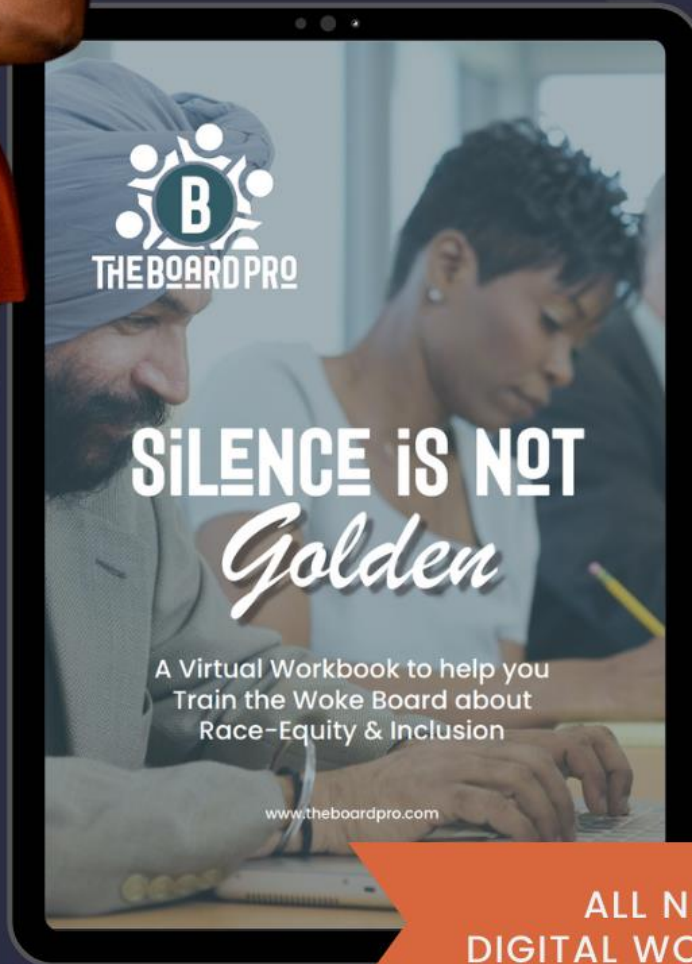
# Question

When is the last time you received a heartfelt thank you?



IN THIS WORKBOOK  
YOU GET EXERCISES  
FROM MY MASTER  
TRAININGS

ON SALE  
\$37



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