BOARD ENGAGEMENT

Best practice examples in engaging board members in your North Texas Giving Day campaign
Agenda

I. Welcome
II. The importance of engaging board members
III. Key ways to leverage board members
IV. Resources
V. Closing Remarks
Why nonprofits participate in NTX 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 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, 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 or group of board members set up FUNdraising pages
• New templates this year
• Pro tip! Staff can set up FUNdraising pages on board members’ behalf
Key Ways to Engage Board Members

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

BE THE GOOD on 9.23.21

COUNTDOWN TO NORTH TEXAS GIVING DAY!
51 DAYS 15 HOURS 30 MINUTES 33 SECONDS

GIVE NOW!

DONAR AHORA
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
SPREAD THE WORD: Events

• Facebook Event
• Informational Gathering
• Networking Event
• Watch Party
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
Remember!
Board members are volunteers and have limited capacity. Make it easy for them to engage!
Leverage NTX Giving Day Tools

- Toolkits
  - Nonprofit
  - Marketing
  - Board Engagement
- Email templates
- Phone scripts
- Sample social posts
- Step-by-step instructions
Austin College Giving Day Board of Trustee Toolkit

- What is Giving Day?
- As an ambassador, what is expected of me?
- What is our messaging?
- How are we promoting it?
- How can alumni, parents, & friends participate?
- What is our goal?
- Sample messaging to make your own
Have Questions?

- Check out the “Resources” section on the website under For Nonprofits
- Join the private nonprofit peer-to-peer Facebook group
- Review the Frequently Asked Questions section of the website
- Reach out to the team at Support@NorthTexasGivingDay.org