



Helping nonprofits and NGOs around the world thrive in challenging times

How board members can help raise money

- 1 - **Share** their network of contacts (friends, colleagues, business relationships, vendors, etc.) and identify donor prospects.
- 2 - **Open** doors and make introductions for your E.D. or development director to meet for lunch or coffee with prospects, along with the board member.
- 3 - **Send** letters to donor prospects explaining their passion for your nonprofit's mission, printed on their company letterhead, and asking for support.
- 4 - **Make** a personal financial contribution (i.e., separate from in-kind or door openers).
- 5 - **Write** handwritten thank-you notes or make thank-you calls to recent donors.
- 6 - **Attend** meetings (with E.D. or development staff) with prospective funders.
- 7 - **Host** special events, including house parties.
- 8 - **Serve** as the 'host' at open house briefings or brown bag lunches showcasing your operations.
- 9 - **Open** doors to potential corporate sponsors to nurture for partnerships.
- 10 - **Assist** in identifying and recruiting new board and committee members.
- 11 - **Sponsor** your fundraising events and making sure to fill tables (i.e., at a banquet) with potential donors.
- 12 - **Always seek** ways to serve as an ambassador in the community: giving speeches, media interviews, attending community events, participating in trade shows, etc.
- 13 - **Provide** in-kind materials (printing, office or program supplies).
- 14 - **Donate** and/or procure donated items for silent auctions.
- 15 - **Provide** volunteer teams to execute and produce events; provide loaned executive talent to the staff (accounting, marketing, legal).

Richard Male and Associates
55 Madison, Suite 750
Denver, Colorado 80206
303.355.2919
www.richardmale.com