

# Tips For Board Members From Development Director Who Hates Asking People For

Being a board member is a vital role when it comes to the success and growth of any organization. Board members are responsible for making important decisions and providing guidance to ensure the organization achieves its goals. One of the crucial tasks they often face is fundraising, including asking people for financial support. However, not everyone feels comfortable with the idea of asking for money.

In this article, we will provide you with a comprehensive set of tips and strategies to help board members become effective fundraisers, even if they dislike asking people for financial contributions. These insights come from a seasoned development director who has overcome their own discomfort and achieved remarkable success in fundraising initiatives.

## 1. Understand the Importance of Fundraising

Before delving into the strategies, it is crucial for board members to understand why fundraising is essential for the organization's sustainability and growth. Being aware of the impact of financial contributions can motivate board members and help overcome any discomfort associated with asking for support. Fundraising ensures that the organization can continue providing its valuable services, expand its reach, and make a difference in the community it serves.

**The Itty Bitty Book of Nonprofit Fundraising: Tips for Board Members from a Development Director who hates asking people for money**

by Jayme Dingler (Kindle Edition)

★★★★☆ 4.2 out of 5



Language	: English
File size	: 3225 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 34 pages
Lending	: Enabled



## 2. Connect with the Organization's Mission

Board members must have a strong connection to the organization's mission. When they genuinely believe in the cause and are passionate about the work being done, asking for support becomes much easier. Take the time to understand the organization's values, goals, and impact, as well as the stories of the individuals whose lives have been positively affected by its programs. This emotional connection will fuel your motivation to fundraise effectively.

## 3. Leverage Your Network

Start your fundraising efforts by reaching out to your personal network. These are the people who already know and trust you, making them more likely to support you, even if asking for donations is something you dislike. Reach out to friends, family members, colleagues, and acquaintances. Remember to always provide them with a personalized Ask, explaining why their support is crucial and how it will make a difference for the organization.

## 4. Focus on Building Relationships

Instead of merely asking for donations, focus on building long-term relationships with potential donors. Connect with them on a personal level, understand their

interests and passions, and find common ground. Building genuine relationships can help you overcome any discomfort associated with asking for support. When donors feel connected and valued, they are more likely to contribute and continue supporting the organization in the future.

## **5. Develop a Compelling Case for Support**

To effectively ask for financial contributions, it is vital to develop a compelling case for support. Clearly articulate the organization's goals, showcase its impact, and explain how every dollar donated can make a difference. Utilize data, success stories, and testimonials to strengthen your case. When board members have a strong case to present, it becomes easier to ask for support without feeling like you are begging or pleading for money.

## **6. Educate Yourself on Fundraising Techniques**

Take the initiative to educate yourself on various fundraising techniques and strategies. Attend workshops, webinars, and conferences that focus on fundraising. Read books, articles, and blogs related to the subject. By improving your knowledge and skills in this area, you will feel more confident and equipped to engage potential donors effectively, making the entire process feel less daunting.

## **7. Collaborate with Other Board Members**

Work together with other board members to support each other's fundraising efforts. Share best practices, offer advice, and provide encouragement. By collaborating, you can learn from one another and overcome any fears or discomfort together. Teamwork enables you to leverage each other's networks and combine your efforts to achieve better fundraising results.

## **8. Use Storytelling to Inspire Donations**

Storytelling is a powerful tool when it comes to fundraising. Share impactful stories about how the organization has positively impacted individuals' lives and communities. Personal stories help donors connect on an emotional level, making them more likely to contribute. Stories inspire empathy, compassion, and a desire to be part of the change. Mastering the art of storytelling will help you ask for financial support in a compelling and engaging way.

## **9. Embrace Technology for Fundraising**

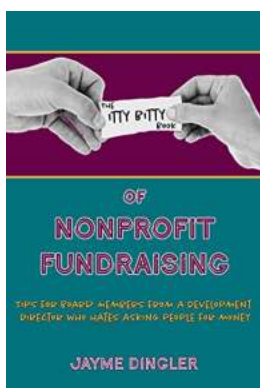
Don't underestimate the power of technology in fundraising. Utilize social media platforms, email marketing campaigns, and online fundraising tools to expand your reach and engage potential donors. These platforms allow you to communicate your organization's message effectively and make it easier for individuals to contribute financially. Embracing technology eliminates the need for direct face-to-face asks, making it a more comfortable approach for board members who dislike asking for money in person.

## **10. Practice, Practice, Practice**

Becoming an effective fundraiser takes practice. Start by practicing your pitch and refining your storytelling skills. Conduct mock fundraising scenarios with friends or colleagues to gain confidence and receive feedback. The more you practice, the more comfortable you will become with the fundraising process. Remember, everyone starts somewhere, and with practice, you can overcome any initial discomfort associated with asking for financial contributions.

Fundraising is an essential aspect of a board member's role, even if it may initially cause discomfort. By understanding the importance of fundraising, building personal connections, leveraging networks, focusing on relationships, creating compelling cases for support, and continuously improving your fundraising skills, you can become an effective board member who successfully

raises financial contributions for your organization. Embrace these tips and strategies, and take pride in making a difference through your fundraising efforts.



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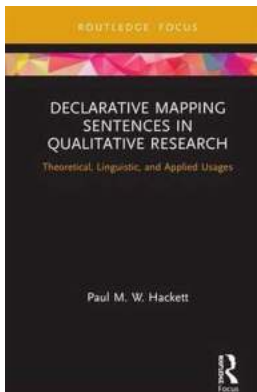


If you are a nonprofit Board Member who hears the word fundraising and runs screaming from the room, this book is for you. In this quick and comprehensive read, the author - a Board Member turned Marketing and Development Director turned nonprofit consultant - breaks down the basics of fundraising, and shows you how easy (and even fun), it can be. The Itty Bitty Book of Nonprofit Fundraising is a must-have for Board Members of small to mid-size organizations who want to grow, but aren't sure how. This book won't waste your time with anecdotes (with one notable exception); it simply gives you the facts about fundraising and provides actionable ideas that you can implement immediately to start strengthening your nonprofit's development program. In no time at all, you'll be ready to get on with the business of raising the funds your organization needs to fulfill your mission and be What's Good in the world!



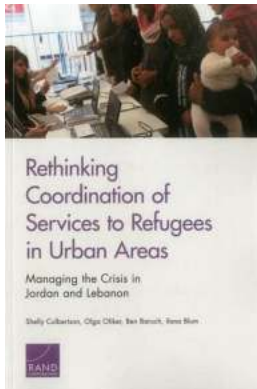
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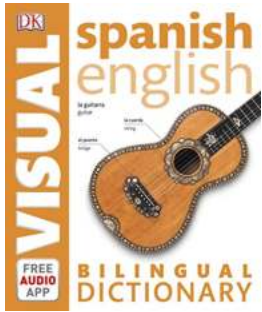
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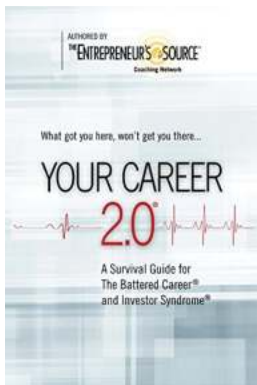
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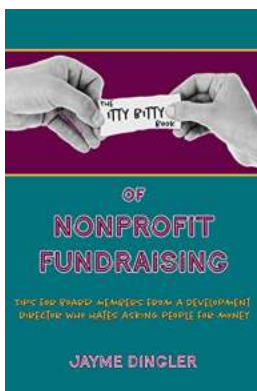
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