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MINUTE MASTERY

**YOUR BOARD IS MORE
THAN A LIST OF NAMES.**

**TURN THEM INTO
DONOR CHAMPIONS.**

Board engagement changes when fundraising
becomes relationship building, not just asking.

ONE IDEA. ONE ACTION. 3 MINUTES.

GROW DONORS. GROW GIVING. GROW IMPACT.

Your board does not have to become your fundraising department.

But they should become champions of the relationships that fund the mission.

Too often, board fundraising gets reduced to one uncomfortable instruction: **give us names and ask your friends for money.**

That approach creates resistance because it skips the most important part - helping board members understand how they can naturally strengthen donor relationships using the credibility, connections, experiences, and passion they already bring.

Your board's greatest fundraising value may not be making the ask.

It may be opening the relationship.

A board member can create trust before a development officer ever enters the conversation. They can make an introduction, tell a personal story about why they serve, thank a donor, host a small conversation, bring someone closer to the mission, or help the organization understand a relationship better.

That is donor cultivation. And every board member can have a role in it.

Give board members more than one way to help.

1. THE CONNECTOR

Opens doors and makes warm introductions to people, companies, foundations, or community leaders already within their network.

2. THE STORYTELLER

Shares why the mission matters personally and helps prospective donors understand the work through an authentic voice.

3. THE CULTIVATOR

Joins meetings, hosts conversations, attends donor events, makes thank-you calls, and helps deepen relationships over time.

4. THE INTELLIGENCE PARTNER

Provides context the development team may not have - relationships, interests, history, community connections, or the best way to approach someone.

5. THE INVESTOR & ADVOCATE

Leads through personal commitment, speaks confidently about the organization, and helps others see why the mission is worthy of investment.

Do not ask every board member to fundraise the same way.

Find the role where each person can create the most relationship value.

Turn your next board meeting into a relationship meeting.

Take five minutes of your next board meeting and put 10 priority donor or prospect names on the screen. Then ask the board to help you understand the relationships - not solicit them.

BOARD QUESTION	NOTES
1. Who knows this person - directly or indirectly?	
2. What might they care about within our mission?	
3. Who would be the most natural person to open the door?	
4. What would be a meaningful first or next touch?	
5. Which board member can help us move this relationship forward?	

Leave the meeting with specific actions: an introduction, a thank-you call, a coffee invitation, a hosted conversation, an impact visit, or useful relationship intelligence added to the donor record.

Board engagement gets easier when the assignment is clear, personal, and connected to a real relationship.

TAKE IT WITH YOU

Stop measuring board engagement only by dollars.

Board giving matters. But board donor engagement is bigger than the check a board member writes.

A strong board can expand your organization's relationship capacity. They can increase access, deepen credibility, uncover intelligence, create warmer donor experiences, and help move people from awareness to belief.

The development team's job is to make that participation easy: give board members context, a clear role, a specific action, and the follow-up they need to be successful.

**Map the relationships.
Match the role.
Make the action clear.
Capture what you learn.
Turn board influence into donor connection.**

THIS IS INTELLIGENT DONOR SUCCESS™

Donor Success is building board engagement into the donor relationship itself - helping nonprofit teams understand connections, coordinate cultivation, capture relationship intelligence, and give leaders better visibility into how the board is helping move donor relationships forward.

Visit donorsuccess.com to learn more.

Grow Donors. Grow Giving. Grow Impact.