



SETTING YOUR BOARD OF DIRECTORS UP FOR FUNDRAISING SUCCESS!

BY SABRINA WALKER HERNANDEZ

ABOUT ME

- I studied Political Science and Public Administration.
- I obtained a Nonprofit Management Certification from Harvard Business School.
- I train CEOs, Boards of Directors, and Employees leadership skills that increase revenue, relationships, and retention. I am a keynote speaker, facilitator, best selling author, and strategic planning expert.



WHAT I DO

- Training webinars and workshops
- Keynote Speaking
- Leadership, Board, and Strategic Planning Retreats
- Executive and Fundraising Coaching
- Consulting



BOARD IS "AUTHORIZED" BY THE STATE AND SUPPORTERS.....



CEO IS "AUTHORIZED" BY THE BOARD.....

**BUT... A "PARTNERSHIP" IS
NEGOTIATED AND DEVELOPED, WITH
MUTUAL RESPECT FOR EACH OTHER'S
ROLES AND RESPONSIBILITIES**



THE PARTNERSHIP



Organizational health depends on an effective partnership between the Board and CEO.

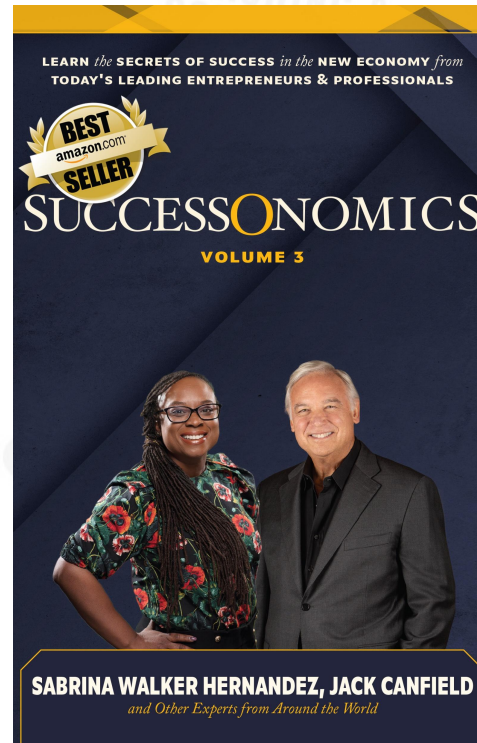
- ❖ Requires regular and open communication between the Board chair and CEO.
- ❖ Requires willingness on everyone's part to examine assumptions.
- ❖ Benefits from regular and systematic feedback and assessment.
- ❖ May need redefinition as the organization grows and becomes more complex.

MY
SUPERPOWER

BUILDING
RELATIONSHIPS



THE B.U.I.L.D.(E.R.) APPROACH





I used this approach for over 15 years as the CEO of a nonprofit organization. I increased my annual operating budget from \$750,000 to \$2.5M and completed a \$12M comprehensive capital campaign. Started and grew an Endowment to \$500,000 and had a 180-day cash reserve. My organization was located along the Mexico-Texas Border in the 3rd poorest county in the United States.

Strategy 1: Brand yourself

Build trust

Open and honest communication

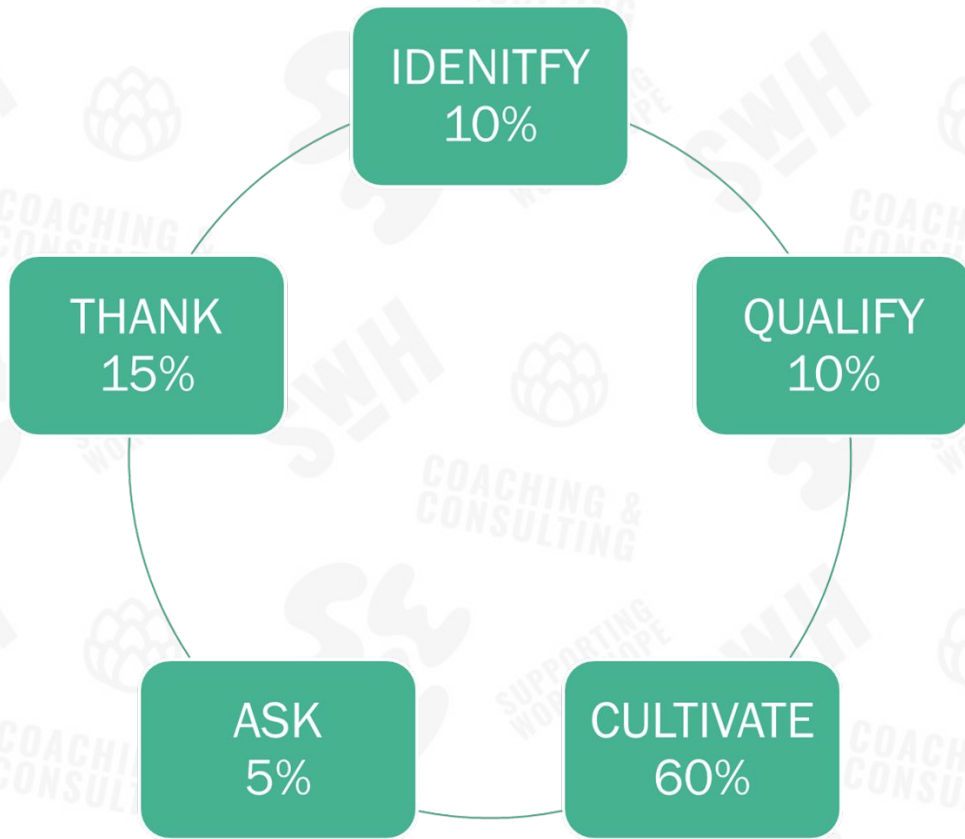
Be consistent

Be reliable

Work hard



RUN EFFICIENT, FOCUSED, AND COLLABORATIVE BOARD MEETINGS.



Strategy 2: Unleash their potential

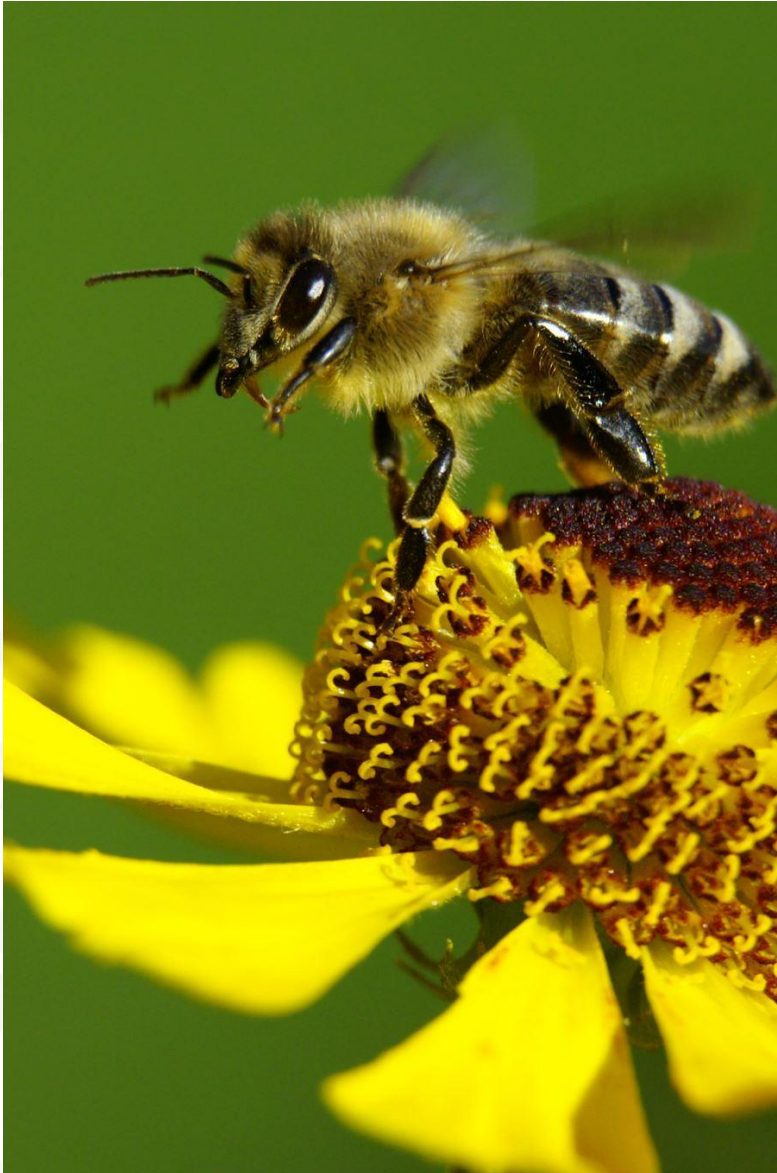
Door Opener

Cultivator

Asker (side
kick)

Thanker

IDENTIFY THEIR STRENGTHS AND LEAN INTO THEM.



Strategy 3: Inspire them

- Share the mission
- Mission Moments
- Moments of Mission
- Mission Mingles
- Make Resource Development & Fundraising Fun
- Have a Plan



Strategy 4: Leverage their connections

Give the board some prominence – are they listed on the letterhead or on the website? Are they featured in the newsletter or on social media? Is a news release prepared when a member joins the board? Are they sworn in?



Strategy 5: Discover their story

Expressing interest in their work and lives. This includes recognizing birthdays, marriages, and other big life events.

Do you know their inventory?

Do you know their communication preference?

Strategy 6: Equip & Educate them

Provide board education

Give board member scripts, social media post, sample letters, and emails.

Hold board members accountable for what they say they will do.

Be very explicit when recruiting board members about expectations and have a board expectation agreement in place.

WHAT BOARD MEMBERS NEED FROM STAFF SO THEY CAN FUNDRAISE EASILY AND EFFECTIVELY.



Strategy 7: Reach Out & Connect



We are all busy people. You must be intentional about building relationships with your board members beyond the board room. Meet with your board members. Block time on your calendar to reach out and then schedule meet-ups with them. This could be a formal meeting, coffee appointment, or going out for happy hour.

ENCOURAGE INTERACTION OUTSIDE THE BOARDROOM.

Q & A



sabrina@supportingworldhope.com



956-453-3677



www.supportingworldhope.com

